

Privacy Policy

Last Updated: 6/6/2026

Introduction

Welcome to South East Salts ("we", "our", "us"). We are committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website, place an order, contact us, or use our services.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

Data Controller

South East Salts

Email: southeastsalts@gmail.com

For any questions regarding this Privacy Policy or your personal data, please contact us using the details above.

Information We Collect

When you use our website, we may collect the following information:

Information You Provide

- Full name
- Billing address
- Delivery address
- Email address
- Telephone number
- Order details and purchase history
- Account information (if applicable)
- Communications sent to us

Payment Information

Payments are processed securely by third-party payment providers. We do not store your payment card details on our servers.

Our payment providers may collect payment information necessary to process transactions securely.

Automatically Collected Information

When you visit our website, we may automatically collect:

- IP address
- Browser type and version

- Device information
- Website usage data
- Pages viewed and time spent on the website
- Cookie and tracking information

How We Use Your Information

We use your information to:

- Process and fulfil orders
- Deliver water softener salts and related products
- Manage payments and refunds
- Communicate regarding orders and deliveries
- Respond to enquiries and customer service requests
- Improve our website and services
- Prevent fraud and maintain website security
- Comply with legal and regulatory obligations

Where you have provided consent, we may also use your information to send marketing communications.

Lawful Basis for Processing

We process personal data under one or more of the following lawful bases:

Contract

To fulfil orders, process payments, and provide products and services requested by you.

Legal Obligation

To comply with tax, accounting, consumer protection, and other legal requirements.

Legitimate Interests

To improve our services, prevent fraud, maintain website security, and manage customer relationships.

Consent

For marketing communications and certain cookies where consent is required.

Sharing Your Information

We may share your information with trusted third parties, including:

- Payment service providers
- Delivery and courier companies
- Website hosting providers

- IT and technical support providers
- Accountants, legal advisers, and professional consultants
- Regulatory authorities where required by law

We do not sell your personal information to third parties.

Data Retention

We retain personal information only for as long as necessary to:

- Fulfil customer orders
- Meet legal and tax obligations
- Resolve disputes
- Enforce our agreements

Order and financial records may be retained for up to six years or longer where required by law.

Cookies

Our website may use cookies and similar technologies to:

- Enable website functionality
- Remember user preferences
- Analyse website performance
- Improve user experience

You can control cookies through your browser settings. For further information, please see our Cookie Policy.

Marketing Communications

If you opt in to receive marketing communications, we may send information about products, services, promotions, and special offers.

You may unsubscribe at any time by:

- Clicking the unsubscribe link in marketing emails
- Contacting us directly

Security

We take appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, disclosure, or alteration.

However, no internet transmission or storage system can be guaranteed completely secure.

Your Rights

Under UK data protection law, you may have the right to:

- Access your personal data

- Correct inaccurate information
- Request deletion of your personal data
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent where processing is based on consent

To exercise any of these rights, please contact us using the details provided above.

Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites.

Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be published on this page together with the revised effective date.

Complaints

If you are unhappy with how we handle your personal information, please contact us first so that we can try to resolve your concerns.

Contact Us

If you have any questions regarding this Privacy Policy or our handling of personal information, please contact:

South East Salts

southeastalts@gmail.com

Whatsapp only **+44 7438386020**.