

Privacy & Cookie Policy

Rutland Merchandise Ltd — Effective date: 1 September 2026

This policy explains how Rutland Merchandise Ltd ("RML", "we", "us", "our") collects, uses and protects personal data when you use our website, contact us or place an order with us. RML is the data controller for the purposes of UK data protection law, including the UK GDPR and the Data Protection Act 2018. We are a company registered in England and Wales (company number 9496176, registered office Unit 3 Pullman Trading Estate, Station Road, Uppingham, Rutland, LE15 9TX). For any question about this policy or your data, contact us at info@rutlandmerchandise.co.uk or on 01572 821 665.

1. The data we collect

Customer and contact data: name, organisation, job title, email address, telephone number, billing and delivery addresses, and the content of your correspondence with us.

Order data: details of the garments, sizes, colours, decoration and artwork you order, artwork files and logos you supply, proofs, order history and delivery information.

Names supplied for decoration: where an order includes printed names (for example a leavers' design listing pupils' names), the customer supplies those names to us for the sole purpose of producing the design. We treat these as personal data and handle them as described in section 4.

Payment data: payments are processed by our payment providers. We do not store full card details on our systems.

Website usage data: technical information collected when you visit our website, such as IP address, browser type, device information, pages visited and how you interact with the site, collected through cookies and similar technologies (see section 8).

2. How we use your data, and our lawful bases

To provide quotes, process and fulfil orders, produce artwork proofs, arrange delivery and provide customer service — because this is necessary to perform our contract with you, or to take steps at your request before entering into one.

To manage our business, keep proper records, recover payments and protect our legal rights — based on our legitimate interests in running our business effectively, and to comply with our legal obligations (for example tax and accounting law).

To send trade customers relevant information about our products, ranges and pricing — based on our legitimate interest in marketing to existing and prospective trade customers, or with consent where required. You can opt out of marketing at any time by using the unsubscribe link in any message or by contacting us.

To operate, secure and improve our website — based on our legitimate interests, and on consent where cookies requiring consent are used (see section 8).

3. Who we share data with

We share personal data with carefully selected partners only to the extent necessary to run our business and fulfil orders: garment suppliers and decoration partners involved in producing your order; delivery carriers; payment providers; our website, IT and hosting providers (including our website platform provider); and professional advisers such as accountants, insurers and lawyers where necessary.

We do not sell personal data, and we do not share it with third parties for their own marketing purposes.

We may also disclose personal data where required by law, regulation or court order, or in connection with a sale or reorganisation of our business, in which case this policy will continue to apply to the data transferred.

4. Names lists and children's data

Printed names on leavers' garments are supplied to us by our customers (typically school shops or schools), who are responsible for ensuring they have the right and any necessary permissions to provide them. These names may relate to children.

We use names supplied for decoration solely to produce and check the ordered design, share them only with the decoration partners involved in producing that order, and do not use them for marketing or any other purpose. They are retained only as part of our order records, as described in section 6.

5. International transfers

Some of our service providers, including our website platform provider, may process data outside the UK. Where this happens we ensure appropriate safeguards are in place, such as a UK adequacy decision or approved contractual protections (for example the UK International Data Transfer Agreement or Addendum).

6. How long we keep data

We keep personal data only for as long as necessary for the purpose it was collected for. In general: order records, including artwork and proofs, are kept for up to 7 years to meet tax, accounting and legal requirements and to assist with reorders; enquiry correspondence that does not lead to an order is kept for up to 2 years; and website usage data is kept in line with the cookie durations described in section 8. Data is then securely deleted or anonymised.

7. Your rights

Under UK data protection law you have the right to: request access to the personal data we hold about you; have inaccurate data corrected; request erasure of your data; restrict or object to our processing of it (including objecting to direct marketing at any time); request a copy of data you provided to us in a portable format; and withdraw consent at any time where processing is based on consent.

To exercise any of these rights, contact us at info@rutlandmerchandise.co.uk. We will respond within one month. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk, although we would appreciate the chance to resolve any concern first.

8. Cookies

Our website uses cookies and similar technologies. Essential cookies are necessary for the site to function, for example to maintain your session and remember basic preferences, and do not require consent. Analytics cookies help us understand how visitors use the site so we can improve it. Marketing cookies, where used, help us measure and improve the relevance of our advertising.

Where consent is required, cookies are only set after you accept them through the cookie banner shown when you first visit the site. You can change or withdraw your choices at any time through the cookie settings on our website, and most browsers also allow you to block or delete cookies through their settings. Blocking essential cookies may affect how the website works.

Our website is built on the Wix platform, which sets certain cookies necessary to deliver and secure the site. Details of the specific cookies in use are available via the cookie settings on our website.

9. Security

We use appropriate technical and organisational measures to protect personal data against unauthorised access, loss or misuse, and we limit access to those who need it to perform their role. No system is completely secure, but we review our safeguards regularly.

10. Changes to this policy

We may update this policy from time to time. The current version will always be published on our website with its effective date. Significant changes will be highlighted where practicable.