

# Tyrone Textiles Ltd – Privacy Policy

Last Updated: March 2026

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## 1. Who We Are

Tyrone Textiles Ltd (“we”, “us”, “our”) is a UK-based manufacturer and distributor of home textiles supplying both trade (B2B) and direct-to-consumer (D2C) customers.

If you have any questions about this policy or your personal data, please contact:  
Email: [enquiries@tyrone-group.com](mailto:enquiries@tyrone-group.com)

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## 2. What Data We Collect

### a) Customer Data

- Name
- Billing and delivery address
- Email address
- Phone number
- Order details and purchase history

### b) Business / Trade Customer Data

- Company name
- Contact names
- Email and telephone details
- Order history and account information

### c) Technical & Usage Data

- IP address
- Device and browser type
- Website interaction data
- Cookies and tracking technologies

### d) Marketplace Data

We receive customer data from third-party marketplaces (including Amazon, eBay, B&Q, Debenhams and others) strictly for order fulfilment and customer service purposes. We do not use marketplace customer data for marketing purposes unless explicitly permitted by the relevant platform.

## e) Call Data

- Call recordings
  - Call metadata (time, duration, number)
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## 3. How We Use Your Data

We use your personal data to:

- Process and fulfil orders
- Deliver goods and manage logistics
- Provide customer service and support
- Manage returns, refunds, and claims
- Send transactional communications (order confirmations, dispatch updates, invoices)
- Improve our products, services, and website
- Monitor and improve customer service interactions
- Detect and prevent fraud
- Comply with legal and regulatory obligations

Where you have given consent, we may also send marketing communications. We will only send marketing communications where we have your consent or are otherwise permitted to do so under applicable law. You can unsubscribe at any time using the link in our emails.

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## 4. Legal Basis for Processing

We process your data under the following lawful bases:

- **Contractual necessity** – to fulfil orders and provide services
  - **Legal obligation** – for accounting, tax, and compliance requirements
  - **Legitimate interests** – improving services, analytics, call monitoring, and fraud prevention
  - **Consent** – for marketing communications, certain cookies, and where required for call recording
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## 5. Payments

We do not store or process payment card details ourselves.

All payments are securely processed by our third-party payment provider, **Opayo (formerly Sage Pay)**. When you make a payment, your card details are submitted directly to Opayo and are handled in accordance with their security and data protection standards.

We only receive confirmation of payment and limited transaction details necessary to fulfil your order.

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## 6. How Your Data Is Stored and Processed

Your data is stored and processed within our core business systems and secure infrastructure, including:

- Enterprise resource planning (ERP) systems used to manage customer, order, and operational data
  - Secure hosting environments for our systems and databases
  - Cloud-based platforms for internal communications, document storage, and operational workflows
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## 7. Sharing Your Data

We may share your data with trusted third parties where necessary:

### a) Technology & Service Providers

We work with trusted third-party providers to support our business operations, including:

- Website hosting and e-commerce platforms
- Customer relationship management (CRM) systems
- Customer support and communication tools (including live chat and telephony systems)
- Analytics and website performance tools
- Cloud storage, email, and internal systems

### b) Logistics & Fulfilment

- Courier and delivery partners

### c) Marketplace Platforms

- Amazon, eBay, B&Q, Debenhams and other sales channels

### d) Professional Services

- Accountants, auditors, and legal advisors

All third parties are required to process your data in accordance with applicable data protection laws.

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## 8. Call Recording

We use third-party telephony systems which may record incoming and outgoing telephone calls.

Call recordings may be used for:

- Training and quality assurance
- Monitoring and improving customer service
- Resolving disputes

Where required, callers are informed that calls may be recorded.

Call recordings are stored securely and retained only for as long as necessary for the purposes outlined above.

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## 9. Automated Systems & Integrations

We use automated systems, integrations, and APIs to manage orders, inventory, and customer data across multiple platforms and sales channels. These systems operate securely and are used solely for legitimate business purposes.

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## 10. International Data Transfers

Some of our service providers may process data outside the UK.

Where this occurs, we ensure appropriate safeguards are in place, including:

- UK adequacy regulations
  - Standard Contractual Clauses (SCCs)
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## 11. Data Retention

We retain personal data only for as long as necessary:

- Financial and order records: **6-7 years** (legal requirement)
  - Customer service records: up to **3 years**
  - Call recordings: typically up to **12 months** unless required longer for dispute resolution
  - Marketing data: until consent is withdrawn
  - Analytics data: typically **12-24 months**
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## 12. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of your data
- Restrict or object to processing
- Request transfer of your data

To exercise your rights, contact: [enquiries@tyrone-group.com](mailto:enquiries@tyrone-group.com)

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

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## **13. Cookies & Tracking**

We use cookies and similar technologies to:

- Ensure website functionality
- Analyse website performance (including Google Analytics)
- Improve user experience

You can manage your cookie preferences via your browser settings or through our website cookie banner.

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## **14. Data Security**

We implement appropriate technical and organisational measures to protect your data, including:

- Secure hosting environments
- Encryption (SSL)
- Access controls and permissions
- System monitoring and protection

In the event of a data breach, we will take appropriate action in accordance with applicable data protection laws.

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## **15. Children's Data**

Our services are not intended for children, and we do not knowingly collect personal data from children.

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## **16. Third-Party Links**

Our website may contain links to external websites. We are not responsible for their privacy practices.

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## **17. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

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## **18. Contact**

If you have any questions about this policy or how we handle your data, please contact:

Email: [enquiries@tyrone-group.com](mailto:enquiries@tyrone-group.com)

You also have the right to contact the Information Commissioner's Office (ICO) if you have concerns about your data.

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