



# Straits Aquatics – Privacy Policy

## 1. Who We Are

Straits Aquatics is a Gibraltar-based marine aquatics business offering aquarium-related products and support to reef enthusiasts across Europe.

If you have any questions about this policy, you can contact us via:

✉ Email: [hello@straitsaquatics.com](mailto:hello@straitsaquatics.com)

## 2. What Information We Collect

We may collect the following information:

- Contact details: Name, phone number, email address
- Order details: Products requested or purchased
- Delivery information: Address and shipping instructions
- WhatsApp interaction data: Messages, images (if provided)
- Social media interactions: Likes, follows, comments
- Payment confirmations: (Note: We do not store card or bank details—payments are processed externally)

## 3. How We Use Your Information

Your data is used to:

- Process orders and arrange deliveries
- Communicate updates, promotions, and order information
- Provide customer service and support
- Improve our services and website
- Meet legal or regulatory requirements

We do not sell or rent your personal data to any third parties.



# Straits Aquatics – Privacy Policy

## 4. How We Store and Protect Data

- We store minimal personal information securely on encrypted platforms (e.g., WhatsApp, email, website CMS).
- Access to personal data is restricted to authorised Straits Aquatics personnel only.
- Data is retained only as long as necessary to fulfil the purpose it was collected for.

## 5. Your Rights

Under applicable data protection laws, you have the right to:

- Access your data
- Request correction or deletion
- Withdraw consent
- Object to processing

To make any of these requests, please contact us via email.

## 6. Third-Party Services

Straits Aquatics uses trusted third-party providers, such as:

- WhatsApp – for communication
- Instagram & Facebook – for marketing
- Shipping couriers (e.g., UPS, NACEX) – for deliveries
- Payment platforms (e.g., Revolut, Stripe, PayPal) – for transactions

We ensure these third parties comply with data protection regulations.

## 7. Cookies & Website Analytics

If using our website, we may use cookies and analytic tools (e.g., Google Analytics) to understand site usage. This helps us improve functionality but does not personally identify users.



# Straits Aquatics – Privacy Policy

## 8. Policy Updates

This policy may be updated periodically. You will be notified of significant changes via our website or WhatsApp group.

## 9. Complaints

If you believe your data has been mishandled, you can contact us directly. You may also lodge a complaint with the Gibraltar Regulatory Authority (GRA).

## 10. Legal Information

Straits Aquatics is a registered business operating in Gibraltar.

- Official Business Name Registration Number: 14690
- Business Licence Number: BL257445
- Licensing Authority: Office of Fair Trading, Government of Gibraltar

All business activities are conducted in accordance with local regulations. Documentation can be provided upon reasonable request.