



Privacy Policy

1. Introduction

This Privacy Policy describes how BXELEVEN.com/BXELEVEN® (“we,” “us,” or “our”) collects, uses, and discloses your Personal Information when you visit or make a purchase from the site. Privacy policies are required by the General Data Protection Regulation ([GDPR](#)). A privacy policy:

- Is a legal document that helps businesses comply with privacy laws and consumer protection laws
- Discloses the ways the user’s personal data will be collected, managed, and used
- Explains for what purpose data will be collected
- Reminds the user of their data privacy rights to consent and access their data

2. Contact

After reviewing this policy, if you have additional questions, want more information about our privacy practices, or would like to make a complaint, please contact us using the following methods:

- Email us at support@bxeleven.com
- Send us a message on Whatsapp +44 (0)7398 423 234
- Use our [contact form](#)

3. Key Definitions

To ensure clarity in this policy, we provide definitions and key terms. Each time these terms are mentioned in this document, they are to be understood as strictly defined below:

- **Company:** Refers to BXELEVEN®, responsible for data management and privacy practices.
- **Website/Platform:** Refers to the online platform owned and operated by BXELEVEN® at BXELEVEN.com, including subdomains and services.
- **Customer/User:** Refers to registered users or visitors engaging with BXELEVEN® services.
- **Service:** Any functionality or feature provided by BXELEVEN® on its website.
- **Device:** Any internet-connected device, such as a phone, tablet, or computer.
- **Personal Information:** Any information that can identify or be linked to an individual, including names, contact details, payment information, IP addresses, and data on site interactions.
- **Business Days:** Any day except weekends and UK public holidays.

4. Collecting Personal Information

When you visit or interact with our website, we collect certain types of information about you and your device. Here is an overview of the types of information we collect:

a. Device Information

- **Types Collected:** IP address, browser type and version, device type, time zone settings, interaction information.
- **Purpose:** To load our website accurately and analyse site usage.

- **Source:** Collected automatically through technologies like cookies and pixels.
- **Disclosure for Business Purposes:** Shared with analytics providers.

b. Order Information

- **Types Collected:** Name, billing and shipping address, payment information, email, phone number, purchase details.
- **Purpose:** To process transactions, fulfil orders, provide customer support, and screen for fraud.
- **Source:** Collected directly during purchases.
- **Disclosure for Business Purposes:** Shared with payment processors and fulfilment partners.

c. Customer Support Information

- **Types Collected:** Contact details and any additional information provided during support interactions.
- **Purpose:** To respond to inquiries and resolve issues.
- **Source:** Collected directly from user inquiries.

d. Cookies and Tracking Technologies

- **Types Collected:** Information stored in cookies, including identifiers, browser type, and usage patterns.
- **Purpose:** To remember preferences, enhance user experience, and collect data for analytics and advertising (where consented).
- **Source:** Collected through cookies.
- **Disclosure for Business Purposes:** Data shared with analytics and advertising providers.

- **Note:** You can manage cookie preferences through our banner.

5. Protecting Your Information

Our Site is automatically protected with SSL (Secure Socket Layer) certificates through Squarespace, which prevents unauthorised access and ensures secure data transfer.

6. Protecting Minors

The Site is not intended for individuals under 18. If you are a parent or guardian and believe your child has provided us with Personal Information, please contact us to request deletion.

7. Cookies

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app.

Cookies are used to enhance site functionality, perform analytics, and support advertising. For information about viewing the cookies dropped on your device, visit [The cookies Squarespace uses](#).

8. Customer Data

When you buy something on this website, we collect personal information to fulfil the order, including:

- Billing and shipping address
- Purchase details
- Email address, name, and phone number.

We share this information with Squarespace, our online store hosting provider, so that they can provide website services to us. We also share this information with [the ICO](#) for storage and with [Zapier](#) for data porting.

Our payment processor(s), Stripe, will also collect payment information from you. You can read their privacy policy at [Stripe's Privacy Portal](#).

Shipping companies we use will have their own policies. Our shipping companies may vary but if you wish to know which shipping company we will use to fulfil your order and it is not supplied on your receipt or a checkout, you can get in touch using the contact methods indicated above and we will give you this information.

As you go through checkout, this site may auto-complete your shipping and billing address by sharing what you type with the Google Places API and returning suggestions to you to improve your checkout experience.

9. Opting Out

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser's "Tools" or "Preferences" menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser's help file or through such sites as: www.allaboutcookies.org.

Please keep in mind that removing or blocking cookies can negatively impact your user experience and it is possible that parts of our website may no longer be fully accessible.

Additionally, please note that blocking cookies may not completely prevent how we share information with third parties such as our advertising partners. To exercise your rights or opt-out of certain uses of your information by these parties, please follow the instructions in the "Behavioural Advertising" section.

10. Do Not Track

Due to the lack of a consistent industry standard, we do not respond to Do Not Track (DNT) signals. However, we recognize the Global Privacy Control (GPC) signal for California residents.

11. Sharing Personal Information

As outlined in more detail in provision 8 of this policy, we share Personal Information with service providers to fulfil our services and comply with legal requirements. For example:

- We use payment processors, data porting platforms and a fulfilment centre or shipping company.

We may also share information to comply with legal requests or to protect our rights.

Third Parties

This website includes share buttons which enable you to share pages or other content from this site to the following third party services. If you click a share button, these third parties may receive your personal data, including:

- Information about your browser, network and device
- Details about the web page or content you shared or proposed to share
- Your IP address

Fonts

This website uses fonts from Google Fonts and Adobe Fonts. To properly display content, these providers may receive information like your browser and device details.

12. Behavioural Advertising

We may use Personal Information for behavioural advertising through tools like Google Analytics and Meta Pixel. You can opt out of targeted advertising by:

- Facebook: [Settings](#)
- Google: [Settings](#)
- Bing: [Settings](#)

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page [here](#).

13. Emails

- **Abandoned Cart Emails:** You may receive an email if you leave items in your cart, linking back to your cart to complete the purchase.
- **Marketing Emails:** We may send promotional emails, which you can unsubscribe from at any time.
- **Order Notifications and Account Emails:** These emails are necessary for account activity and cannot be unsubscribed.

14. Your Rights

Under GDPR, if you are a resident of the UK or EEA, we process personal information on the following bases:

- Your consent
- Contractual necessity
- Legal compliance
- Protection of vital interests
- Legitimate interests that do not override your rights

14. Retention

The length of time that a cookie remains on your computer or mobile device depends on whether it is a “persistent” or “session” cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted.

When you place an order through the Site, we will retain your Personal Information for our records unless and until you ask us to erase this information.

15. Automated Decision-Making

If you live in the UK or EEA, you have the right to object to automated decision-making, including profiling, if it legally or significantly impacts you.

We do not engage in fully automated decision-making that has a legal or otherwise significant effect using customer data.

Our processors including [fulfilment centre name] uses limited automated decision-making to prevent fraud that does not have a legal or otherwise significant effect on you.

16. EEA Rights

Residents of the EEA have the right to access, correct, or delete Personal Information, as well as the right to data portability. Contact us to exercise these rights.

17. Changes to this Privacy Policy

We may update this policy periodically to reflect changes to our practices or legal obligations.

18. Complaints

If you would like to make a complaint, please contact us by email.

If you are not satisfied with our response to your complaint, you have the right to lodge your complaint with the relevant data protection authority. You can contact your local data protection authority. For details, visit [ICOComplaints](#).

Glossary of Terms

This glossary provides definitions for legal terminology within the privacy policy, helping clarify how user data is handled and protected under different legal frameworks.

1. **General Data Protection Regulation (GDPR):** A European Union regulation that governs data protection and privacy for individuals within the EU, setting standards for data processing and establishing rights like access, correction, and deletion of personal data.
2. **California Consumer Privacy Act (CCPA):** A U.S. privacy law granting California residents rights related to their personal information, including the right to know, delete, and opt-out of data selling.
3. **Personal Information:** Any information that can be used to identify an individual, such as name, address, IP address, and other details collected about a person's interactions with a website.
4. **Lawful Basis:** Under GDPR, the legal grounds required to process personal data, which may include user consent, contractual necessity, legal obligations, protection of vital interests, or legitimate interests that do not override individual rights.
5. **Consent:** A user's explicit permission for data collection and processing, which must be freely given, informed, and specific to be valid under privacy laws like GDPR.

6. **Data Subject Rights:** Rights granted to individuals under privacy laws such as GDPR, including the right to access, correct, delete, restrict, or object to processing of personal data, and the right to data portability.
7. **Right to Access (Right to Know):** A legal right for individuals to obtain confirmation about whether their personal data is being processed and access to the specific details of the data collected.
8. **Right to Erasure (Right to be Forgotten):** The right under GDPR for individuals to request the deletion of their personal data in certain circumstances, such as when it is no longer needed for its original purpose.
9. **Data Portability:** The right under GDPR allows individuals to request their personal data in a commonly used format so it can be transferred to another service provider.
10. **Automated Decision-Making:** Processes that use algorithms to make decisions without human intervention, which could impact individuals. Under GDPR, data subjects have the right to object to decisions based solely on automated processing if they have significant effects.
11. **Data Processor:** A third party that processes personal data on behalf of a data controller (the entity collecting the data) but does not make decisions on the data's purpose or use.
12. **Cookies:** Small data files stored on a user's device by a website, used to remember information about the user's visit, including preferences, authentication, and tracking for analytics or advertising.
13. **Do Not Track (DNT):** A browser setting that signals to websites that a user does not wish to be tracked across sites; there is no legal standard for DNT, and responses vary by site.
14. **Targeted Advertising:** The practice of delivering advertisements to users based on their browsing behaviour, interests, or demographics, often enabled by personal data collected through tracking technologies.

15. **Data Retention:** Policies or practices regarding how long personal data is stored and the criteria for erasing it, usually based on legal, business, or operational needs.
16. **Third Parties:** Entities outside the primary service provider, such as service providers, advertisers, or analytics companies, with whom data may be shared for specific purposes like transaction processing or behavioural advertising.
17. **Supervisory Authority:** Under GDPR, an independent public authority responsible for monitoring compliance with data protection regulations, handling complaints, and issuing penalties.