



PRIVACY POLICY

This document outlines how we collect, use, and protect your personal information when you visit our website, www.lifehappensoutdoors.com. We are committed to maintaining the privacy and security of your information and present this policy in good faith to ensure transparency about our practices. Please read this document carefully to understand how we handle your data. If you have any questions or concerns, feel free to reach out to us at info@lifehappensoutdoors.com.

For the purpose of this document, “us”, “we” or “our” refers to Life Happens Outdoors Ltd. of Flat 27 Montrose Building, 4 Malthouse Road, London, England, SW11 7BX.

1. Information Collection and Use

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include but is not limited to your name ("Personal Information").

2. Log Data

Like many site operators, we collect information that your browser sends whenever you visit our Site ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages, and other statistics.

3. Communications

We may use your Personal Information to contact you with newsletters, marketing or promotional materials, and other information that pertains to

Life Happens Outdoors. You may opt-out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

4. Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your computer's hard drive.

Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

5. Security

The security of your Personal Information is important to us, and we want to assure you that we do not store credit card information on our servers. Any payment transactions are handled through secure third-party payment processors. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

6. Data Retention Policy

We retain personal data collected through our website for up to 180 days or for as long as necessary to fulfil the purposes for which it was collected, in compliance with UK Data Protection Act 2018 and the EU General Data Protection Regulation (GDPR). After this period, personal data is securely deleted unless we are required by law to retain it for a longer period or where retention is necessary for the resolution of disputes or enforcement of agreements.

During this period, we implement appropriate technical and organizational measures to ensure the security of your data. You have the right to request

access, rectification, erasure, or restriction of your personal data, as well as to object to its processing, in accordance with your rights under the GDPR.

7. Changes To This Privacy Policy

This Privacy Policy is effective as of the 1st of September 2015 and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us or by placing a prominent notice on our website.

8. Contact Us

If you have any questions about this Privacy Policy, please contact us at info@lifehappensoutdoors.com.