

Neo Walk Privacy Policy

Effective Date: 25 March 2025

At Neo Walk, we are committed to protecting your personal information and being transparent about how we collect, use, and store your data. This privacy policy explains what information we collect from you, how we use it, and your rights under data protection laws, including the UK GDPR and the Data Protection Act 2018.

1. Who We Are

Neo Walk is a UK-based company creating fashionable, handmade walking sticks designed to empower and uplift the disabled community. Our website address is: <https://www.neo-walk.com/>

2. What Information We Collect

We may collect and process the following types of personal data:

- Name
- Email address
- Shipping and billing address
- Phone number (if provided)
- Order details
- Account login (if you create one)
- IP address and browser data (for analytics)
- Marketing preferences

3. How We Collect Your Data

We collect data when you:

- Place an order on our website
- Sign up for our newsletter or mailing list

- Contact us via forms or email
- Browse our website (via cookies and analytics)
- Interact with our social media or marketing campaigns

4. How We Use Your Data

We use your personal data to:

- Process and ship your orders
- Send you order confirmations and updates
- Respond to your enquiries
- Improve our website and customer experience
- Send you marketing emails (only if you've opted in)
- Analyse customer behaviour via analytics tools

5. Email Marketing

If you opt in to receive marketing updates, we will send you emails about new products, updates, offers, and disability empowerment stories through Mailchimp and Klaviyo, depending on the campaign.

You can unsubscribe at any time by clicking the link at the bottom of any of our emails or by contacting us at info@neo-walk.com.

6. Sharing Your Data

We never sell or rent your data. We may share it with trusted third parties who help us operate our business, including:

- Mailchimp and Klaviyo (for marketing emails)
- WooCommerce (for order processing)
- Payment processors (e.g., Stripe or PayPal)

- Shipping providers
- Google Analytics (for website performance insights)

These partners are under strict obligations to keep your data secure and comply with data protection laws.

7. How We Store and Protect Your Data

Your data is stored securely using industry-standard protections. We only keep your data as long as necessary for the purpose it was collected.

We regularly review our data retention policies to ensure we don't keep personal data longer than needed.

8. Your Rights

You have the right to:

- Access the personal data we hold about you
- Correct or update inaccurate data
- Request deletion of your data
- Object to or restrict certain types of processing
- Withdraw your consent for marketing at any time

To exercise your rights, contact us at: info@neo-walk.com

9. Cookies

Our website uses cookies to improve your experience, including:

- Remembering what's in your basket
- Understanding how you use our site

- Measuring the effectiveness of our marketing

You can manage or disable cookies in your browser settings at any time.

10. Contact Us

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

Neo Walk

info@neo-walk.com

<https://www.neo-walk.com/>