

PRIVACY POLICY

Effective Date: January 2026

At **Luxefinity**, based in London, UK, we deeply value your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and safeguard your data when you visit our website or interact with our services. We strictly adhere to the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 to ensure that your personal data is handled responsibly and transparently.

When you engage with **Luxefinity**, whether by visiting our website, making an enquiry, or using our services, we may collect certain personal information. This can include your name, email address, phone number, and company details, as well as specifics about your design requirements or project needs. Additionally, we gather data about how you use our website, such as your IP address, browser type, and pages visited, often through cookies and similar tracking technologies. This information helps us understand your preferences and improve your experience.

The personal data we collect is used primarily to respond to your enquiries, manage and coordinate your project requests, and communicate relevant updates or offers that may benefit you. We also use your data to enhance our website functionality and overall customer experience. We only process your information when we have a lawful basis to do so—this might be your consent, the necessity to fulfil a contract, our legitimate business interests, or to comply with legal obligations.

Luxefinity works closely with trusted third parties who support us in delivering our services to you. This includes architects, designers, contractors, and suppliers involved in your project, as well as IT and website hosting providers. We ensure that these partners uphold stringent data protection standards and treat your information with the same level of confidentiality and care as we do. Occasionally, we may be required to share information with regulatory authorities in compliance with legal requirements.

We take the security of your personal data very seriously. Through a combination of technical safeguards and organisational measures, we protect your information from unauthorised access, alteration, or disclosure. Our team is trained on best practices for data protection to maintain the confidentiality and integrity of your data at all times.

Your personal information will be retained only for as long as necessary to fulfil the purposes for which it was collected, including meeting legal, regulatory, or accounting obligations. Once your data is no longer required, we ensure it is securely deleted or anonymised.

Under UK data protection law, you have several rights relating to your personal information. You may request access to the data we hold about you, ask for any inaccuracies to be corrected, or request deletion where appropriate.

You can also seek to limit how we process your data, request the transfer of your information to another party, object to certain types of processing, or withdraw consent if that is the basis for our processing. Should you wish to exercise any of these rights, please contact us directly, and we will assist you promptly.