

WEBSITE PRIVACY POLICY

www.street-boy-story.com

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1. Important information and who we are

Purpose of this privacy policy

This privacy policy explains how STREETBOYLIFE STORY LIMITED collects, uses, stores and protects personal data obtained through this website and when you contact us, place an order, enter a promotion, submit content, or otherwise interact with us through www.street-boy-story.com (the **website**).

This policy is written in a layered format, so you can move to the sections most relevant to you, and should be read together with any cookie policy or cookie banner presented on the website.

This website is not intended for children under 13, and we do not knowingly collect personal data from children without appropriate consent. If a competition, giveaway or promotion has age restrictions, those will be stated in the relevant terms.

Controller

STREETBOYLIFE STORY LIMITED is the controller and is responsible for your personal data for the purposes of this website. In this privacy policy, **we**, **us** and **our** mean STREETBOYLIFE STORY LIMITED.

- Company number: 15488796
- Registered office: 167-169 Great Portland Street, 5th Floor, London, United Kingdom, W1W 5PF

2. The types of personal data we collect about you

Personal data means any information about an individual from which that person can be identified, directly or indirectly.

We may collect, use, store and transfer different kinds of personal data about you, including:

- **Identity Data** – first name, last name, title and, where relevant, the name of the organisation you represent.
- **Contact Data** – postal address, email address and telephone number.
- **Financial Data** – payment account details (for example, PayPal account information as made available to us by PayPal), billing address, refund information and other payment-related information where you place an order, make a payment or take part in a paid activity.
- **Transaction Data** – details of products ordered, payments, delivery information, returns, refunds, donations, competition entries and other services you request from us.
- **Technical Data** – internet protocol (IP) address, browser type and version, time zone setting, device type, operating system and other technology on the devices you use to access the website.
- **Profile Data** – account details, login information, wishlist items, purchase history, feedback, ratings, preferences, story submissions or other content you choose to provide, and records of your interactions with us.
- **Usage Data** – information about how you use our website, including pages viewed, searches, shopping activity, and interactions with content, communications and services.
- **Marketing and Communications Data** – your preferences in receiving marketing from us and your communication preferences.

We may also collect, use and share aggregated data such as statistical or demographic data. Aggregated data is not personal data if it does not directly or indirectly reveal your identity.

3. How is your personal data collected?

We use different methods to collect data from and about you, including:

- **Direct interactions** – you give us personal data by completing website forms, corresponding with us by post, phone or email, creating an account, using a cart or wishlist, placing an order, entering a competition or giveaway, submitting a story or other content, requesting information, subscribing to updates, making a donation, or giving us feedback.
- **Automated technologies or interactions** – as you interact with the website, we may automatically collect Technical Data about your equipment, browsing actions and patterns through cookies, server logs and similar technologies.
- **Third parties** – we may receive:
 - Technical Data from website support and hosting providers (including our website platform provider Webador).
 - Financial and Transaction Data from payment service providers such as PayPal, and from delivery and customer-support providers.
- **Publicly available sources** – in some cases, we may receive Identity and Contact Data from publicly available registers, social media profiles, anti-fraud sources, or other lawful public sources where relevant to preventing misuse of the website, handling complaints or protecting our business.

4. How we use your personal data

Legal basis

We will only use your personal data where the law allows. Most commonly, we will rely on one or more of the following legal bases:

- **Performance of a contract** – where we need to perform the contract we are about to enter into or have entered into with you, or to take steps at your request before entering into such a contract.
- **Legitimate interests** – where it is necessary for our legitimate business or operational interests (for example, running and securing the website, handling enquiries, protecting our business) and your interests and fundamental rights do not override those interests.
- **Legal obligation** – where processing is necessary to comply with a legal or regulatory obligation.
- **Consent** – where you have given clear consent to a specific use (for example, certain direct marketing).

Purposes for which we use your personal data

The table below summarises how we may use your personal data, the categories of data involved and the legal bases we rely on.

Purpose/use	Types of data	Legal basis and indicative retention period
To respond to enquiries submitted through the website (including requests for information, contact form messages and customer support queries).	Identity, Contact, Profile, Communications	Performance of a contract or steps before entering into a contract, and our legitimate interests in responding to genuine enquiries; stored for up to 18 months from the last substantive contact if no further relationship arises.
To create and manage your website account and related features (cart, wishlist, saved preferences and account security, where enabled).	Identity, Contact, Profile, Technical, Usage	Performance of a contract and our legitimate interests in operating the website effectively and securely; retained while the account is active and for a reasonable period afterwards for queries, fraud prevention and record-keeping.
To process and fulfil orders, take payment, arrange delivery or collection, handle returns or refunds, and provide related customer service.	Identity, Contact, Financial, Transaction, Communications	Performance of a contract, our legitimate interests in running our business, and legal obligations related to tax, consumer law and accounting; typically retained 6 years from the end of the financial year in which the transaction took place, or longer where reasonably

Purpose/use	Types of data	Legal basis and indicative retention period
		required for legal or regulatory reasons.
To administer competitions, raffles, promotions, giveaways, campaigns or donations.	Identity, Contact, Profile, Transaction, Communications	Performance of a contract where specific promotion terms apply, consent where required, and our legitimate interests in administering promotions and preventing abuse; usually retained up to 24 months after the promotion or campaign ends, unless a longer period is needed for complaints, fraud checks or legal obligations.
To receive, review, publish, moderate or otherwise deal with stories, comments, ratings, feedback, images or other content you submit.	Identity, Contact, Profile, Usage, Communications	Consent where you choose to submit content for publication and our legitimate interests in operating and moderating the website and protecting our business; retained while the content remains live and for a reasonable period afterwards for moderation records, complaints handling or legal protection.
To manage our relationship with you (including notifying you about changes to this privacy policy, website terms, products, services or support arrangements and handling complaints or disputes).	Identity, Contact, Profile, Communications	Performance of a contract, legal obligations and our legitimate interests in keeping records up to date and administering our business; retention aligned with the underlying enquiry, account, order or content record.
To administer and protect our business and this website (including troubleshooting, testing, system maintenance, support, network security, fraud prevention, moderation, abuse prevention and data analysis).	Identity, Contact, Technical, Usage	Our legitimate interests in running our business securely and effectively and, in some cases, legal obligations; technical logs and security records are generally retained for up to 12 months, unless required for longer to support investigations, fraud prevention or compliance.
To use basic website analytics and similar tools made available by our website platform (for example, general statistics	Technical, Usage, Profile	Our legitimate interests in understanding how the website is used and improving content and performance; retention as set out in our website platform settings. We do

Purpose/use	Types of data	Legal basis and indicative retention period
about visits and page views that do not involve separate analytics cookies).		not currently use Google Analytics or other third-party analytics cookies on this website.
To send you marketing communications about products, updates, promotions, campaigns or website news where permitted by law.	Identity, Contact, Usage, Profile, Marketing and Communications	Consent where required by law, or our legitimate interests where electronic marketing is permitted; retained until you opt out, withdraw consent or after a reasonable inactivity period (typically no longer than 24 months from last meaningful engagement).

Direct marketing

When you ask us for information or sign up to receive updates, we may send you communications about our products, website updates, promotions, competitions, stories, campaigns or other material that may be of interest to you. Where the law requires consent, we will obtain it before sending such communications.

You can opt out at any time by using the unsubscribe option in the relevant communication or by contacting us using the details in section 10.

Cookies

The website uses cookies and similar technologies to enable core site functionality (for example, Webador platform cookies, security cookies, cart and checkout cookies, and a cookie to remember your cookie choices). Non-essential cookies, such as separate analytics or advertising cookies, are not currently used on this website. If this changes, we will update our cookie policy and cookie banner and, where required, obtain your consent before placing such cookies.

For more information, please see our Cookie Policy on the website.

5. Disclosures of your personal data

We may share your personal data where necessary with:

- Internal personnel, consultants and contractors who need access to the data for business purposes.
- IT and website hosting providers, including our website platform provider, Webador.
- Payment providers, including PayPal, will process your payments and manage refunds and chargebacks.
- Delivery, fulfilment and customer-support providers were used.
- Professional advisers (including lawyers, bankers, auditors and insurers), regulators, law-enforcement agencies, courts or tribunals where required or appropriate.
- Third parties involved in administering competitions, promotions, donations or campaigns.

- Third parties to whom we may choose to sell, transfer or merge parts of our business or assets, or from whom we may seek to acquire businesses or assets.

We require our service providers to protect your personal data and process it only in accordance with our instructions and applicable law.

6. International transfers

Some of our external service providers, including Webador and PayPal, may store or process personal data outside the UK. Where that happens, we will ensure your data is protected by appropriate safeguards.

Depending on the destination and provider, those safeguards may include:

- UK adequacy regulations, where the destination country has been recognised as providing an adequate level of protection.
- The UK International Data Transfer Agreement or the UK Addendum to the European Commission's standard contractual clauses.
- Another transfer mechanism recognised under UK data protection law.

7. Data security

We have put in place appropriate technical and organisational security measures to prevent personal data from being accidentally lost, used, accessed, altered, or disclosed in an unauthorised way.

We limit access to personal data to employees, consultants, agents, contractors and other third parties who have a business need to know. They will only process personal data on our instructions and are subject to confidentiality obligations.

We also have procedures in place to deal with suspected personal data breaches and, where legally required, we will notify affected individuals and the relevant regulator.

8. Data retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes for which we collected it, including satisfying legal, regulatory, tax, accounting, professional conduct and reporting requirements.

We may retain personal data for longer where there is a complaint, an ongoing issue, or where we reasonably believe there is a prospect of litigation or a regulatory requirement affecting the relevant records.

To determine the appropriate retention period, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process it and applicable legal and regulatory requirements. Where possible and appropriate, we may anonymise personal data so that it can no longer be associated with you, in which case we may use that information without further notice.

9. Your legal rights

Under UK data protection law, you have several rights in relation to your personal data, including the right to:

- request access to your personal data
- request correction of incomplete or inaccurate personal data
- request erasure of your personal data in certain circumstances

- object to processing based on legitimate interests (including related profiling)
- object at any time to direct marketing
- request restriction of processing in certain circumstances
- request transfer of certain personal data to you or to another controller
- withdraw consent at any time where we rely on consent, without affecting the lawfulness of processing carried out before withdrawal

You will not usually have to pay a fee to exercise these rights. However, we may charge a reasonable fee or refuse to comply where a request is manifestly unfounded, repetitive or excessive. We may ask you for information to verify your identity before responding. We aim to respond to all legitimate requests within one month, although it may take longer if the request is complex or numerous.

10. Contact details

If you have any questions about this privacy policy, the use of your personal data, or if you wish to exercise your privacy rights, please contact:

- STREETBOYLIFE STORY LIMITED
- Postal address: 167-169 Great Portland Street, 5th Floor, London, W1W 5PF
- Website: www.street-boy-story.com
- Email: gstoneystreetboylifestorylimited.co.uk

11. Complaints

You have the right to make a complaint to the Information Commissioner's Office (ICO), the UK regulator for data-protection issues. We would, however, appreciate the opportunity to deal with your concerns first, so please contact us in the first instance.

Details of how to contact the ICO are available at www.ico.org.uk.^[1]

12. Changes to this privacy policy and your duty to inform us of changes

We keep this privacy policy under regular review and may update it from time to time. The latest version will always be published on this page.

Last updated: 26 March 2026.

It is important that the personal data we hold about you is accurate and up to date. Please keep us informed if your personal data changes during your relationship with us.

13. Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you.

We do not control those third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.