

# Privacy Policy

## Sugar Rush

**Effective Date:** 21/03/2025

At **Sugar Rush** ("Company", "we", "us", or "our"), we value your privacy and are committed to protecting your personal information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or otherwise engage with us. By accessing or using our services, you agree to the collection and use of your information in accordance with this policy.

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### 1. Information We Collect

We collect information from you when you interact with our services, place an order, sign up for updates, or otherwise communicate with us. This may include:

#### a. Personal Information

Information that identifies or can be used to identify you, such as:

- Full name
- Email address
- Phone number
- Shipping and billing address
- Payment details (handled securely through third-party processors)
- Account login credentials (if applicable)

#### b. Non-Personal Information

Information that does not directly identify you, including:

- IP address
  - Browser type and version
  - Device type and operating system
  - Pages visited, time spent, and usage patterns
  - Cookies and other tracking data
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### 2. How We Use Your Information

The information we collect is used for the following purposes:

- To process and fulfill orders
  - To provide, operate, and improve our services
  - To communicate with you about your account or transactions
  - To send you promotional messages and marketing materials (with your consent)
  - To enhance user experience and optimize our website
  - To detect, investigate, and prevent fraudulent or illegal activity
  - To comply with legal obligations
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### 3. Sharing and Disclosure of Information

We do **not** sell your personal information. We may share your data with third parties in the following limited situations:

- **Service Providers:** Trusted partners who help us operate our business (e.g., payment processors, delivery services, hosting providers). These partners are obligated to protect your data.
  - **Legal Compliance:** If required by law, regulation, legal process, or governmental request.
  - **Business Transfers:** In the event of a merger, acquisition, or asset sale, your information may be transferred as part of that transaction.
  - **Protection of Rights:** To enforce our policies, protect our rights, privacy, safety, or property, and/or that of others.
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### 4. Cookies and Tracking Technologies

We use cookies, web beacons, and similar tracking technologies to:

- Personalize your experience
- Analyze website traffic and usage
- Store your preferences for future visits
- Improve our content and marketing efforts

You can manage your cookie preferences through your browser settings. Disabling cookies may impact some features of the site.

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## **5. Data Security**

We implement reasonable administrative, technical, and physical safeguards to protect your information. While we strive to use commercially acceptable means to protect your data, no method of transmission over the Internet or method of electronic storage is 100% secure.

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## **6. Your Rights and Choices**

Depending on your jurisdiction, you may have the right to:

- Access the personal information we hold about you
- Correct or update your information
- Delete your personal data
- Object to or restrict certain types of processing
- Withdraw consent at any time (where applicable)

To exercise any of these rights, please contact us using the information provided in the **Contact Us** section below.

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## **7. Children's Privacy**

Our services are not directed toward individuals under the age of 13. We do not knowingly collect personal data from children. If you believe we have inadvertently collected such information, please contact us so we can promptly delete it.

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## **8. Third-Party Links**

Our website may contain links to external websites not operated or controlled by Sugar Rush. We are not responsible for the content or privacy practices of those sites and encourage you to review their privacy policies.

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## **9. Changes to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal requirements. When we do, we will revise the “Effective Date” at the top and provide notice as required. Continued use of our services after such changes constitutes acceptance of the updated policy.

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## **10. Contact Us**

If you have any questions, concerns, or requests related to this Privacy Policy or your personal information, please contact us:

### **Sugar Rush**

Email: [contactus@sugarush.com](mailto:contactus@sugarush.com)

Phone: 01212043000

Address: The Aston Triangle, Birmingham, West Midlands, B4 7ET.