

Privacy Policy for The Gadget Doctors

Last Updated: October 2026

1. Introduction

Welcome to **The Gadget Doctors** ("we," "our," or "us"). We respect your privacy and are committed to protecting your personal data. This privacy policy informs you how we collect, use, look after, and protect your personal information when you visit our website (thegadgetdoctors.co.uk), submit a repair or service request, buy or sell products through us, or otherwise communicate with us.

This policy applies to website visitors, customer inquiries, and clients utilizing our repair, sales, PAT testing, and IT support services.

2. Who We Are & Data Controller

Under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, **The Gadget Doctors** is the Data Controller responsible for your personal data.

- **Business Name:** The Gadget Doctors
- **Website:** thegadgetdoctors.co.uk
- **Location:** Southampton, Hampshire, United Kingdom
- **Contact Email:** help@thegadgetdoctors.co.uk
- **Contact Phone:** 07384 677 444
- **Postal Address:** 44 Bryanston Road, Southampton, SO19 7AQ

If you have any questions about this privacy policy or our privacy practices, please contact us using the details above.

3. The Personal Data We Collect

Personal data means any information about an individual from which that person can be identified. We may collect, use, store, and transfer different kinds of personal data, including:

- **Identity Data:** Name, title, company name (for corporate/educational IT clients).
- **Contact Data:** Email address, telephone number, billing address, collection/delivery address.
- **Transaction Data:** Details about payments to and from you, details of repair bookings, service tickets, device trade-ins/sales, PAT testing logs, and IT support retainers.
- **Device Data:** Device type, serial number, IMEI number, passcodes/passwords provided for diagnostic testing, and system diagnostic logs required to perform hardware/software repairs.

- **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types, operating system, and location data via Google Maps Platform integrations when viewing our location/services.
- **Usage Data:** Information about how you use our website, products, and repair services.
- **Marketing & Communication Data:** Your preferences in receiving updates or promotional communications from us.

Note on Client Data on Devices: When repairing phones, tablets, PCs, or consoles, we access the device solely for the purpose of completing hardware diagnostics and testing functionality. We strongly advise all clients to back up their data prior to repairs. We do not inspect, extract, or store personal files residing on customer storage drives unless specifically requested as part of a data recovery or transfer service.

4. How We Collect Your Personal Data

We collect data from and about you through:

1. **Direct Interactions:** You provide personal information when you fill out contact forms on our website, submit repair quotes, call/email us, visit our workshop, or book IT/PAT services.
2. **Automated Technologies:** As you interact with our website, we automatically collect Technical Data about your equipment and browsing actions via cookies, server logs, and third-party tools (e.g., Google Analytics, Google Maps Platform).
3. **Third Parties or Publicly Available Sources:** We may receive analytical data from providers like Google or social media platforms (e.g., Facebook, Instagram) when you interact with our social channels or ads.

5. How We Use Your Data & Legal Grounds

We will only use your personal data when the law allows us to. Most commonly, we use your personal data under the following legal bases:

Purpose / Activity	Type of Data	Legal Basis for Processing
Processing repair tickets, trade-ins, or IT support orders	Identity, Contact, Transaction, Device	Performance of a Contract

Communicating service updates, quotes, and invoice issues	Identity, Contact, Transaction	Performance of a Contract / Legitimate Interests
Integrating interactive maps (Google Maps API) for store locations	Technical, Location	Legitimate Interests
Running website security, fraud prevention, and system maintenance	Technical, Usage	Legitimate Interests / Legal Obligation
Sending opt-in promotional messages or social media retargeting	Identity, Contact, Marketing	Consent

6. Disclosure of Your Personal Data

We do not sell, rent, or trade your personal information to third parties. However, we may share your data with trusted service providers who assist us in operating our business:

- **IT & Hosting Service Providers:** Web hosting providers, database administrators, and booking system software providers.
- **Payment Processors:** Payment gateways and POS system providers to securely process transactions.
- **Third-Party Logistics:** Postal or courier services if we send/receive devices to/from you.
- **Professional Advisers & Regulatory Authorities:** Accountants, legal advisers, or law enforcement bodies where required by legal obligation or law.

All third-party service providers are contractually required to respect the security of your personal data and treat it in accordance with the law.

7. International Data Transfers

Where third-party service providers (such as web hosts, analytics tools, or cloud software) process data outside the UK or European Economic Area (EEA), we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or UK International Data Transfer Agreements (IDTAs), to ensure your data remains protected.

8. Data Security & Confidentiality

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, accessed in an unauthorized way, altered, or disclosed:

- Access to your device and personal data is restricted to authorized personnel who require it for diagnostic, repair, and billing purposes.
- Customer passcodes provided for device testing are kept secure and purged/erased once repairs are tested and handed over.
- Secure protocols (HTTPS/SSL) are implemented across our website.

9. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfill the purposes we collected it for, including satisfying any legal, accounting, tax, or regulatory requirements.

- **Invoices, Payment & Transaction Records:** Retained for up to **6 years** following the end of the financial tax year to comply with UK tax laws.
- **Repair Tickets & Device Logs:** Retained for up to **2 years** for warranty verification and audit purposes.
- **General Inquiries & Contact Forms:** Retained for **12 months** from the date of resolution if no contract is established.

10. Your Legal Rights (UK GDPR)

Under UK data protection laws, you have rights regarding your personal data:

- **Right to Access:** Request a copy of the personal data we hold about you.
- **Right to Rectification:** Request correction of incomplete or inaccurate data.
- **Right to Erasure:** Request deletion of your personal data where there is no good reason for us continuing to process it.
- **Right to Object:** Object to processing where we rely on legitimate interests or direct marketing.
- **Right to Restrict Processing:** Request suspension of processing under specific scenarios.
- **Right to Data Portability:** Request transfer of your data to you or a third party.
- **Right to Withdraw Consent:** Withdraw consent at any time where processing is based on consent.

To exercise any of these rights, please contact us at help@thegadgetdoctors.co.uk. We aim to respond to all legitimate requests within **one calendar month**.

11. Cookies & Analytics

Our website uses cookies and similar tracking technologies to enhance user experience, analyze web traffic, and optimize performance. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies.

For detailed information on the cookies we use, please refer to our Cookie Policy / banner on the website.

12. Complaints & Regulatory Authority

You have the right to make a complaint at any time to the **Information Commissioner's Office (ICO)**, the UK regulator for data protection issues (ico.org.uk). We would, however, appreciate the opportunity to address your concerns directly before you approach the ICO, so please contact us first.

13. Changes to This Privacy Policy

We keep this privacy policy under regular review. Any updates or changes will be posted on this page with an updated revision date.