



# M&J Mahoney's Privacy Policy 2025

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### 1. ABOUT US

“We”, “us” or “our” means M&J Mahoney’s, with its principal place of business located at 1020-1022 Old Lode Lane, Solihull, West Midlands, GB B92 8LJ.

### 2. ABOUT THIS PRIVACY POLICY

This Privacy Policy explains how we collect, use, and disclose your personal information when you use our website(s), Shopify store (<https://mahoneysdiy.myshopify.com>), mobile apps, and other online/offline services (collectively, the “Services”).

Please read this Policy carefully. If you have questions, concerns, or complaints, contact us at [mtmahoney@mahoneysdiy.co.uk](mailto:mtmahoney@mahoneysdiy.co.uk).

### 3. WHAT PERSONAL INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect Personal Information from you in several ways:

#### Device Information

- Collected automatically via cookies, pixels, tags, or log files.
- Includes browser type/version, IP address, time zone, pages viewed, products viewed, and interaction with the Site.

- Shared with Shopify and other service providers for analytics.

#### **Order Information**

- Collected from you to process purchases, payments, shipping, and invoices.
- Includes name, billing/shipping address, email, phone number, and payment info (processed via Shopify/secure third-party providers).

#### **Customer Support Information**

- Collected from emails, phone calls, live chats, or other communications with us.
- Includes questions, feedback, and marketing preferences.

#### **Other Information**

- Surveys, promotions, contests, or other features of the Services.

#### **Minors**

- Our Services are not for individuals under 16. We do not knowingly collect personal information from children. Parents/guardians can contact us to request deletion.

### **4. HOW WE USE YOUR PERSONAL INFORMATION**

We use your Personal Information to:

- Process orders, payments, and shipping.
- Provide customer support and respond to inquiries.
- Send newsletters, marketing messages, or promotions (if consented).
- Monitor, analyse, and improve the Site and Services.
- Facilitate contests, sweepstakes, and promotions.
- Detect fraud, prevent illegal activities, and protect our rights.

### **5. WHAT IS OUR LEGAL BASIS FOR PROCESSING**

Under GDPR, our lawful bases include:

- Your consent
- Performance of a contract
- Compliance with legal obligations
- Protection of vital interests
- Legitimate interests (not overridden by your rights)

### **6. HOW WE SHARE YOUR PERSONAL INFORMATION**

We may share information with:

- Shopify and other service providers (analytics, marketing, fulfilment)
- Law enforcement or regulatory authorities if legally required
- Third-party advertising partners for targeted ads (non-identifiable info unless consented)

**We do not sell your Personal Information.**

## 7. YOUR MARKETING CHOICES

- You can opt-in to newsletters, promotional emails, or messages.
- Unsubscribe at any time via links in emails or by contacting **mtmahoney@mahoneysdiy.co.uk**.
- Non-promotional messages (e.g., order confirmations) may still be sent.

## 8. SMS MARKETING

- Only sent if you've opted in or a valid soft opt-in exists.
- Includes product, service, or promotion updates.
- Opt-out at any time by replying "STOP" or contacting **mtmahoney@mahoneysdiy.co.uk**.
- Mobile numbers are used solely for SMS marketing and stored securely.

## 9. COOKIES AND TRACKING

- We use cookies for functionality, analytics, performance, and advertising.
- Persistent cookies expire between 30 minutes and 2 years.
- You can manage cookies through your browser or at [www.allaboutcookies.org](http://www.allaboutcookies.org).
- Blocking cookies may affect functionality and advertising relevance.

## 10. BEHAVIORAL ADVERTISING

- Targeted ads may be shown based on previous interactions.
- Partners may use cookies, pixels, or device info.
- You may opt out:
  - [Google Ads](#)
  - [Facebook Ads](#)
  - [Bing Ads](#)
  - [Digital Advertising Alliance](#)

## 11. RETENTION OF YOUR DATA AND DELETION

- Personal Information is retained only as long as necessary.
- Orders and transactional info may be retained for legal or tax purposes.
- You may request deletion or updates at any time.

## 12. INTERNATIONAL TRANSFERS

- Your data may be processed in Ireland, Canada, or the US via Shopify.
- All transfers comply with GDPR safeguards.

## 13. YOUR DATA PROTECTION RIGHTS

- Access, correct, delete, restrict, or request portability of your data.
- Withdraw consent at any time.
- Lodge complaints with your local data protection authority.

## 14. CHANGES TO THIS PRIVACY POLICY

- We may update this Policy for operational, legal, or regulatory reasons.
- Changes will be posted on this page.

## 15. CONTACT US

### **M&J Mahoney's**

1020-1022 Old Lode Lane, Solihull, West Midlands, GB B92 8LJ

Email: [mtmahoney@mahoneysdiy.co.uk](mailto:mtmahoney@mahoneysdiy.co.uk)