



SIRIUSLAB

Privacy Policy

Project	Picspeak
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1. Introduction

Welcome to SiriusLab and Picspeak. Your privacy is extremely important to us. This Privacy Policy explains how we collect, use, protect, and respect your personal data when you visit our website, make a purchase, or interact with us.

We aim to be transparent, straightforward, and respectful—just like our products. By using our website, you agree to the terms outlined in this Privacy Policy.

2. Who We Are

Picspeak is a trading and brand name of **SiriusLab**, based in the UK.

Contact details:

- Email: info@siriuslab.co.uk
- Address: 5 Farndale Road, BS228QA, Weston-super-Mare, UK

Our mission is to provide you with high-quality, unique audio equipment which is made bespoke to Your order.

We believe our creations will provide unique listening experiences and enjoyment of music and other audio content.

And above all, we design our products to be long lasting and sustainable, providing you with years or decades of audio-visual pleasure.

3. What Data We Collect

We collect only what is necessary to provide you with the best possible experience.

- **Data You Provide Directly**
- **Contact information:** Name, email address, phone number.
- **Purchase details:** Shipping address, order contents.
- **Account information (if applicable):** Login credentials.
- **Messages and feedback:** Any communication you send to us.
- **Data Collected Automatically**
- **Website usage data:** IP address, browser type, pages visited, referring URLs.
- **Cookies and similar technologies:** To improve your browsing experience.

4. How We Use Your Data

We only use your personal data when the law allows us to. Here's what we use it for:

- **To fulfil orders and deliver products.**
- **To provide customer support.**
- **To manage your account (if applicable).**
- **To send occasional updates, promotions, and news—only if you opt in.**
- **To improve our website and products through analytics.**
- **To comply with legal obligations.**

We will never sell your data to third parties.

5. Legal Bases for Processing

Under the UK GDPR, we rely on the following lawful grounds:

- **Contractual necessity:** To process your orders and provide services.
- **Consent:** For sending marketing communications.
- **Legitimate interests:** To improve our services and manage security.
- **Legal obligation:** To comply with tax and regulatory requirements.

6. Sharing Your Data

We only share your data when absolutely necessary:

- **Service providers:** Payment processors, shipping partners, website hosting.
- **Legal authorities:** If required by law or to protect our rights.

All third parties are contractually required to keep your information secure and use it only for the intended purpose.

7. Data Retention

We retain your personal data only as long as necessary:

- **Order data:** 7 years (for accounting/legal reasons).
- **Marketing data:** Until you withdraw consent.
- **Website logs:** Typically 12 months.

When no longer needed, your data is securely deleted or anonymized.

8. Your Rights

You have full control over your personal data:

- **Right to access:** Ask what data we hold about you.
- **Right to rectification:** Correct inaccurate or incomplete data.
- **Right to erasure:** Request deletion of your data.
- **Right to restrict processing:** Limit how we use your data.
- **Right to data portability:** Receive your data in a transferable format.
- **Right to object:** To direct marketing or certain types of processing.

To exercise any of these rights, contact us at info@siriuslab.co.uk.

9. Cookies

We use cookies to:

- Improve website functionality.
- Understand visitor behaviour.
- Offer a smoother shopping experience.

You can control cookies via your browser settings.

10. Data Security

We are committed to keeping your data safe:

- Encrypted website (SSL)
- Strong password protection
- Secure payment processing partners

While no system is 100% secure, we actively maintain and update our security practices to minimize risk.

11. International Transfers

Our services and suppliers may involve transferring your data outside the UK. When this happens, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or UK-approved transfer mechanisms.

12. Children's Privacy

Our website is not intended for children under 13. We do not knowingly collect data from children. If we become aware that we have inadvertently collected personal data from a child, we will delete it promptly.

13. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website with the "Last Updated" date at the bottom. If significant changes are made, we will notify you.

14. Contact Us

If you have any questions or concerns about your personal data, please contact us at:

- **Email:** info@siriuslab.co.uk

You can also contact the UK's Information Commissioner's Office (ICO) if you're unhappy with how we handle your data.

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