

Privacy policy

CEMENT TO BE LONDON

Last updated: 10 October 2026

1. Who we are

Cement To Be London sells artwork, jewellery and homeware through its Wix online shop. This policy explains how we collect and use personal information when you visit our website, contact us or place an order. We are the data controller responsible for this information under UK data protection law.

Legal owner: Cement To Be London

Website: cementtobelondon.co.uk

Privacy contact email: Claire.eustace@live.co.uk

2. Information we collect

We collect information you provide when you enquire, request a commission or buy from us: your name, email address, delivery and billing addresses, telephone number where needed, order details, commission requirements and correspondence. If customer accounts are enabled, we also process account and order-history information.

Our checkout payment providers process payment details. We receive payment status and transaction references; we do not normally receive or store your full card number or security code. Wix and connected services may also process technical information such as IP address, browser and device details, access times and security logs. We receive information from payment providers and delivery services about payment, fraud checks and delivery status.

3. Why we use information and our lawful bases

Contract: To take steps you request before a purchase or commission, process orders and payments, arrange delivery, and handle order-related queries, returns and refunds. Required checkout details are necessary to fulfil your order; without them we may be unable to complete it.

Legitimate interests: To respond to general enquiries, keep the website secure, prevent fraud and manage or defend claims. Our interests are operating a reliable business, protecting customers and resolving disputes. We consider your rights when relying on this basis.

Legal obligation: To maintain tax and accounting records and meet applicable legal requirements.

Consent: If we offer a newsletter, we use your name and email address to send it only when you opt in. You can unsubscribe or withdraw consent at any time without affecting earlier lawful processing. Buying or contacting us does not automatically subscribe you.

4. Who receives your information

We share only the information needed with Wix, which hosts our website and provides store and contact-form services; checkout payment providers; delivery providers; and email, accounting or professional-advice providers used to run the business. Payment providers may act as independent controllers for their own legal, security and fraud-prevention purposes. We may disclose information where required by law or necessary to establish or defend legal claims. We do not sell your personal information.

5. International transfers and security

Wix and other service providers may store or process information outside the UK. Where this occurs, we must ensure the transfer is covered by UK adequacy regulations or appropriate safeguards, such as the UK International Data Transfer Agreement or UK Addendum to approved standard contractual clauses, as applicable. Contact us for details or a copy of the safeguards relevant to your information.

We use appropriate technical and organisational measures to protect information, including restricted access and secure services. No online service can guarantee absolute security.

6. How long we keep information

We keep information only as long as needed for its purpose. Order, invoice and payment records are kept for applicable tax and accounting requirements, taking account of our business structure and relevant HMRC rules. We retain information needed for returns, disputes or legal claims for the relevant period. Enquiries are deleted when resolved and no longer reasonably needed. Newsletter information is kept until you unsubscribe; a minimal suppression record may be retained to respect your opt-out. Security logs follow the relevant provider retention schedule. We review records and delete or anonymise information no longer needed.

7. Cookies and similar technologies

We have not intentionally enabled optional advertising or analytics cookies. However, Wix and the shop checkout may use essential cookies or similar technologies for security, session management and core shop functions. Blocking these in your browser may affect the website or checkout.

If we introduce optional tracking that requires consent, we will explain its purpose and obtain consent before it runs. You will be able to change your choice through the cookie settings provided on our website. Actual cookie names, purposes and durations must reflect the live site: **cementtobelondon.co.uk**

8. Your rights and complaints

Subject to legal conditions, you can request access, correction, deletion, restriction of processing or transfer of your information. Where we rely on consent, you can withdraw it at any time. **You can object to processing based on legitimate interests, and you can always object to direct marketing.** Contact the privacy email above to exercise your rights. We normally respond within one month; where a lawful extension applies, we will explain it.

You may complain to the Information Commissioner's Office (ICO) at ico.org.uk/make-a-complaint/ or on 0303 123 1113. You do not have to contact us first.

9. Changes to this policy

We may update this policy as our shop or practices change. The latest version will be published on our website with an updated date.