

Privacy Policy

Custom Hike Adventures by Chris Brown Manufacturing Last updated: 16 July 2026

Custom Hike Adventures by Chris Brown Manufacturing ("we", "us", "our") makes and sells 3K carbon fibre trekking poles and related outdoor equipment. This policy explains how we collect, use, store and protect your personal data when you visit our website, buy from us, or otherwise contact us, in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

Data controller: Custom Hike Adventures by Chris Brown Manufacturing **Registered address:** Little Oaks, Hatmill Lane, Brenchley, Kent **Contact email:** cbrownmanufacturing@gmail.com **Phone:** 01892 723670 / 07979 814138

If you have any questions about this policy or how we handle your data, please contact us using the details above.

2. What personal data we collect

Depending on how you interact with us, we may collect:

- **Identity data** — name, title, date of birth (if provided for a promotion)
- **Contact data** — billing/delivery address, email address, phone number
- **Order data** — products purchased, order history, order value, pole length/size preferences
- **Payment data** — we do not store full card details. Payments are processed by our third-party payment provider (e.g. Stripe, PayPal, Shopify Payments); we retain only a payment reference and last 4 digits of your card where provided by the processor
- **Account data** — username, password (encrypted), account preferences, if you create an account
- **Technical data** — IP address, browser type and version, device information, operating system
- **Usage data** — pages visited, time spent on site, products viewed, referring website
- **Marketing data** — your preferences for receiving marketing from us and our third parties, and your communication preferences
- **Customer service data** — details of any queries, warranty claims, returns, or complaints you raise with us
- **Reviews and feedback** — anything you submit via product reviews or surveys

We do not knowingly collect any "special category" data (such as health or biometric data) except where you voluntarily disclose it, for example in a customer service query about an injury.

3. How we collect your data

We collect data:

- Directly from you — when you place an order, create an account, sign up to our newsletter, contact customer service, enter a competition, or leave a review
 - Automatically — through cookies and similar technologies when you use our website (see Section 8)
 - From third parties — such as our payment processor, delivery couriers, and analytics or advertising partners
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4. How we use your data and our legal basis

Purpose	Data used	Legal basis
Processing and delivering your order	Identity, contact, order, payment	Performance of a contract
Managing your account	Identity, contact, account	Performance of a contract
Handling returns, warranty claims and repairs (our carbon poles carry a [X]-year warranty)	Identity, contact, order, customer service	Performance of a contract / legitimate interests
Sending order confirmations, shipping updates and service messages	Contact, order	Performance of a contract
Sending marketing emails about new products, offers or restocks	Contact, marketing, usage	Consent (or legitimate interests for existing customers, with an opt-out on every email)
Improving our website and product range	Technical, usage	Legitimate interests
Preventing fraud and enforcing our terms	Identity, contact, payment, technical	Legitimate interests / legal obligation
Complying with tax, accounting and consumer law obligations	Identity, contact, order, payment	Legal obligation
Responding to customer service queries	Any data you provide	Legitimate interests / performance of a contract

Where we rely on consent (for example, marketing emails), you can withdraw it at any time — see Section 9.

5. Sharing your data

We share personal data only where necessary, with:

- **Payment processors** (e.g. Stripe, PayPal) to take payment securely
- **Delivery couriers** (e.g. Royal Mail, DPD, Evri) to ship your poles to you
- **IT and website hosting providers** who store data on our behalf
- **Email marketing platforms** (e.g. Mailchimp, Klaviyo) if you've signed up to our newsletter
- **Analytics providers** (e.g. Google Analytics) to understand website usage
- **Accountants, auditors and legal advisers** where required
- **HMRC, regulators or law enforcement** where we have a legal obligation to do so

We do not sell your personal data to third parties.

Where a provider is based outside the UK (for example, some cloud or analytics services in the US), we ensure appropriate safeguards are in place, such as the UK's International Data Transfer Addendum or an adequacy decision.

6. How long we keep your data

- **Order and transaction records:** 6 years, to meet HMRC and accounting obligations
- **Account data:** for as long as your account is active, plus a reasonable period after closure
- **Marketing data:** until you unsubscribe or we have not engaged with you for [24] months
- **Customer service and warranty records:** for the duration of the product warranty plus [2] years
- **Website usage/cookie data:** as set out in our cookie table below

After these periods, we securely delete or anonymise your data.

7. Your rights

Under UK GDPR, you have the right to:

- **Access** — request a copy of the personal data we hold about you
- **Rectification** — ask us to correct inaccurate or incomplete data
- **Erasure** — ask us to delete your data ("right to be forgotten"), subject to legal retention requirements
- **Restriction** — ask us to limit how we use your data
- **Portability** — receive your data in a structured, machine-readable format
- **Object** — object to processing based on legitimate interests or direct marketing
- **Withdraw consent** — where we rely on consent, withdraw it at any time

To exercise any of these rights, email cbrownmanufacturing@gmail.com. We will respond within one month. This service is free, except for manifestly unfounded or excessive requests.

If you're unhappy with how we've handled your data, you can complain to the **Information Commissioner's Office (ICO)**: www.ico.org.uk, or by phone on 0303 123 1113.

8. Cookies

Our website uses cookies and similar technologies. You can manage your preferences via the cookie banner shown on first visit, or through your browser settings.

Cookie type	Purpose	Duration
Strictly necessary	Basket, checkout, account login, site security	Session / up to 1 year
Performance/ analytics	Understand how visitors use the site (e.g. Google Analytics)	Up to 2 years
Functional	Remember preferences (e.g. currency, size guide viewed)	Up to 1 year
Marketing/ advertising	Show relevant ads on other sites (e.g. Meta, Google Ads pixels)	Up to 1 year

You can disable non-essential cookies at any time without affecting your ability to browse or buy from us.

9. Marketing preferences

We'll only send you marketing emails if you've opted in (e.g. at checkout or via a sign-up form) or if you're an existing customer and haven't opted out. Every marketing email includes an unsubscribe link. You can also update your preferences by emailing us or through your account settings.

We will never share your details with third parties for their own marketing purposes without your explicit consent.

10. Children

Our products and website are intended for adults. We do not knowingly collect personal data from children under 13. If you believe a child has provided us with personal data, please contact us so we can delete it.

11. Security

We use appropriate technical and organisational measures to protect your data, including encrypted checkout (SSL/TLS), secure payment processing via PCI-DSS compliant providers, restricted staff access, and regular security reviews. No online system is 100% secure, but we take reasonable steps to protect your information.

12. Changes to this policy

We may update this policy from time to time, for example to reflect changes in the law or our business practices. The "last updated" date at the top shows when it was last revised. Significant changes will be highlighted on our website or communicated by email where appropriate.

13. Contact us

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