

PRIVACY POLICY

INTRODUCTION

This Privacy Policy is designed to inform the users of The Suit Man & Co. website, located at www.thesuitmanandco.com ("Website"), about how The Suit Man & Co. ("we," "us," or "our") gathers, utilizes, discloses, and manages the personal information of our clients and users. This policy is structured in accordance with the data protection laws applicable in the United Kingdom, including but not limited to the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

The Website serves as a platform for viewing our services and allows clients to communicate with us via phone, email, or live chat. Additionally, clients can book appointments through the Website for our travelling tailor service, which involves visiting clients at their offices or homes. It is imperative to understand that by accessing and using our Website, users are agreeing to the terms of this Privacy Policy. If you do not agree with any part of this policy, you should refrain from using the Website.

This Privacy Policy is integral to our commitment to maintaining the privacy and protection of your data. We understand the importance of privacy in the digital age, especially when personal and potentially sensitive information is involved. This policy aims to be transparent about the types of data we collect, the purposes for which we use this data, and the measures we take to protect it.

2. INFORMATION COLLECTION

2.1 Types of Information Collected

We collect two types of information from our users: Personal Data and Non-Personal Data.

2.1.1 Personal Data: This refers to information that can be used to identify you as an individual. The types of Personal Data we may collect include, but are not limited to:

- Contact details, such as your name, email address, mailing address, and phone number.
- Appointment details, including dates and locations for our tailor visits.
- Correspondence records, including communication through email, phone, or live chat.
- Payment and billing information, for the processing of any transactions on our Website.

2.1.2 Non-Personal Data: This is information that does not identify you personally and includes usage and demographic data. For instance, we may collect data about your browsing activities on our Website, the type of device you use to access the Website, and general information about your internet usage.

2.2 Methods of Information Collection

The collection of this data is carried out through various methods:

2.2.1 Direct Collection: We obtain information directly from you when you interact with our Website, such as when you book an appointment, communicate with us, or complete a transaction.

2.2.2 Indirect Collection: Some information is automatically collected as you navigate through the Website. This may include usage details, IP addresses, and information collected through cookies and other tracking technologies.

2.2.3 Third-Party Sources: Occasionally, we may receive information about you from third-party sources, such as social media platforms, market research firms, and public databases. This information is amalgamated with the data we collect directly from you.

2.3 Purpose of Information Collection

The information we collect serves several purposes:

- To provide a tailored service: Personal Data helps us to customize our services to meet your specific needs, such as when visiting your preferred location for tailoring services.
- To improve our Website and services: By analyzing Non-Personal Data, we can enhance the user experience on our Website.
- To communicate with you: We use your contact information to respond to your inquiries, send you appointment confirmations, and provide you with updates and information about our services.
- For transactional purposes: We process payment information to complete transactions that you have requested.

3. USE OF INFORMATION

3.1 General Use of Collected Information

The data collected through our Website, www.thesuitmanandco.com, is utilized in a variety of ways, fundamentally to provide and enhance the services offered by The Suit Man & Co. This section elaborates on the specific purposes for which your information is used.

3.1.1 Service Provision and Customization: The primary use of your Personal Data is to facilitate the provision of our tailoring services. This includes using your contact details and appointment preferences to arrange tailor visits at your preferred locations and times. By understanding your requirements and preferences, we can offer a more personalized service.

3.1.2 Communication: We use your contact information to communicate with you regarding your appointments, to respond to inquiries, and to provide customer support. This may include sending you emails, text messages, or making phone calls as necessary to ensure effective service delivery and customer satisfaction.

3.1.3 Website Improvement and Personalization: We analyze Non-Personal Data and certain aspects of Personal Data (like your browsing behavior on our Website) to understand how our users interact with our Website. This helps us in identifying areas of improvement, enhancing the functionality of the Website, and ensuring that the content is presented in the most effective manner for you and your device.

3.1.4 Marketing and Promotions: Subject to your consent, we may use your Personal Data to send you promotional information about new services, special offers, or other information we think you may find interesting. This is done in compliance with the relevant marketing and communication regulations in the UK.

3.1.5 Legal Compliance and Fraud Prevention: In certain circumstances, we may use your information to comply with legal obligations or to detect, prevent, and address fraud, security, or technical issues. This may include sharing information with other companies and organizations for fraud protection and credit risk reduction.

3.2 Data Analysis and Research

3.2.1 Usage Data Analysis: Non-Personal Data collected through your interaction with our Website may be used for data analysis, auditing, and research to improve our services. We may also engage third parties to perform these activities on our behalf.

3.2.2 Market Research: Occasionally, we may use your information to conduct market research. This helps us in understanding market trends, customer preferences, and the effectiveness of our marketing campaigns.

3.3 User Experience Enhancement

3.3.1 Feedback and Surveys: From time to time, we may request your participation in surveys or feedback forms to gather your opinions and improve our services. Participation in such activities is voluntary and often used to make our website more user-friendly and service-oriented.

4. DISCLOSURE OF INFORMATION

4.1 General Disclosure Policy

We recognize the importance of protecting your Personal Data and limit the sharing of your information. This section outlines the circumstances under which your information may be disclosed.

4.1.1 Service Providers and Business Partners: We may share your Personal Data with third-party service providers and business partners who perform functions on our behalf, such as website hosting, data analysis, payment processing, order fulfillment, and marketing assistance. These third parties are obligated to protect your information and may only use it in accordance with our instructions and the terms of this Privacy Policy.

4.1.2 Legal Requirements and Law Enforcement: Under certain circumstances, we may be required to disclose your Personal Data if required by law or in response to valid requests by public authorities (e.g., a court or a government agency). Such disclosure may also occur if we believe in good faith that it is necessary to comply with a legal obligation, protect and defend our rights or property, prevent fraud, protect the personal safety of users of the Website or the public, or protect against legal liability.

4.1.3 Corporate Transactions: In the event of a merger, acquisition, bankruptcy, dissolution, reorganization, sale of some or all of The Suit Man & Co.'s assets, financing, public offering of

securities, acquisition of all or a portion of our business, or similar transaction, your Personal Data may be shared or transferred as part of such transaction, as permitted by law and/or contract.

4.1.4 Consent-Based Sharing: Apart from the above circumstances, we will disclose your Personal Data to third parties only with your explicit consent.

4.2 International Data Transfers

Given that the internet is a global environment, using the internet to collect and process Personal Data necessarily involves the transmission of data on an international basis. Therefore, by browsing the Website and communicating electronically with us, you acknowledge and agree to our processing of Personal Data in this way. However, we will take all necessary steps to ensure that your data is treated securely and in accordance with this Privacy Policy.

5. INTERNATIONAL TRANSFERS

5.1 Scope and Nature of International Transfers

In the course of providing our services and operating our Website, The Suit Man & Co. may transfer your Personal Data outside the United Kingdom (UK). This may occur in situations where our service providers, partners, or third-party associates are based in, or store data in, countries outside the UK. The international nature of our business necessitates such transfers for the purposes of data storage, processing, and accessing information to support our business operations.

5.1.1 **Countries Involved:** The specific countries to which your data may be transferred will vary depending on the circumstances, such as the location of our service providers and the nature of the services they provide. We strive to limit the geographic scope of these transfers to countries that are recognized as having adequate data protection laws or where we can ensure that adequate safeguards are in place.

5.1.2 **Safeguarding Measures:** When transferring your Personal Data outside the UK, we ensure that appropriate and suitable safeguards are implemented to protect your data and to comply with our legal obligations. This may involve using specific contracts approved by data protection authorities, including standard contractual clauses, which impose data protection standards on the recipients of the information.

5.1.3 Consent and Notification: Where applicable, and in accordance with data protection laws, we will seek your consent for such international transfers or notify you about them, ensuring transparency about where and how your Personal Data is processed.

5.2 Rights and Protections in International Transfers

Your rights regarding your Personal Data do not change when it is transferred internationally. We remain committed to protecting your information and ensuring that your rights are respected, regardless of where your data is processed.

5.2.1 Right to Information: You have the right to be informed about the transfer of your Personal Data outside the UK, including the identity of the recipient countries and the safeguards in place.

5.2.2 Data Protection Measures: We ensure that all international transfers of your Personal Data are conducted in a manner that provides a similar degree of protection as is granted within the UK. This includes implementing data protection impact assessments for such transfers and monitoring the compliance of our international partners with our data protection standards and obligations.

5.2.3 Redress Mechanisms: In the event of any grievances related to the international transfer of your Personal Data, you retain the right to seek redress through the appropriate channels. This includes lodging complaints with the relevant data protection authority, or seeking legal remedies in accordance with the provisions of applicable data protection laws.

6. COOKIES AND TRACKING TECHNOLOGIES

6.1 Use of Cookies and Similar Technologies

Our Website, www.thesuitmanandco.com, utilizes cookies and similar tracking technologies to enhance user experience, gather data about website use, and facilitate various features and functionalities of the website.

6.1.1 Definition and Function of Cookies: Cookies are small data files that are placed on your device when you visit a website. They are used to remember your preferences, login information, and browsing history, making your interaction with the website more efficient and personalized.

6.1.2 Types of Cookies Used: We employ different types of cookies on our Website:

- **Essential Cookies:** These are necessary for the website to function and cannot be switched off. They are usually set in response to your actions, such as setting your privacy preferences, logging in, or filling in forms.
- **Performance Cookies:** These cookies allow us to count visits and traffic sources, helping us measure and improve the performance of our site.
- **Functional Cookies:** These are used to recognize you when you return to our website, enabling us to personalize our content for you and remember your preferences.
- **Targeting Cookies:** These cookies record your visit to our website, the pages you have visited, and the links you have followed. We use this information to make our website and the advertising displayed on it more relevant to your interests.

6.1.3 **Third-Party Cookies:** In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the service, deliver advertisements on and through the service, and so on.

6.2 Consent and Control of Cookies

6.2.1 **Consent for Cookies:** When you first visit our Website, you will be prompted to accept or decline the use of cookies. Consent for cookies is not mandatory, and you can choose which categories of cookies you wish to enable.

6.2.2 Managing and Disabling Cookies:

You can manage your cookie preferences at any time through your browser settings. Most web browsers allow you to control cookies through their settings preferences. However, if you choose to disable cookies, it may limit your use of certain features or functions on our website or service. Disabling cookies typically involves adjusting the settings on your browser. While the exact instructions differ by browser, they generally involve accessing the 'options' or 'preferences' menu. Here, you can choose to disable or clear specific or all cookies.

6.2.3 **Implications of Disabling Cookies:** It is important to note that disabling cookies may impact your experience on our Website. Essential cookies, for instance, are crucial for the functioning of various aspects of our Website. Without these, services like transaction processing and secure account access may not function properly. On the other hand, disabling performance, functional,

or targeting cookies does not render the Website unusable but can reduce the functionality and personalization of services, and in the case of targeting cookies, result in less relevant advertising.

6.2.4 Cookie Duration: Cookies can be "persistent" or "session" cookies. Persistent cookies remain on your personal computer or mobile device when you go offline, while session cookies are deleted as soon as you close your web browser. Our Website uses both session and persistent cookies, specified according to the purpose they serve.

6.2.5 Updates and Changes to Cookies Policy: We may update our use of cookies and tracking technologies as technology evolves and as per changes in the law. Any such changes will be reflected in an updated version of this Privacy Policy. We encourage you to periodically review this section for the latest information on our cookie practices.

6.3 Tracking Technologies

In addition to cookies, we may use web beacons, pixels, and other tracking technologies on our Website to collect and use Personal Data.

6.3.1 Web Beacons and Pixels: These are tiny graphics files that contain a unique identifier that enables us to recognize when someone has visited our Website or opened an email that we have sent them. This allows us, for example, to monitor the traffic patterns of users from one page within our Website to another, to deliver or communicate with cookies, to understand whether you have come to our Website from an online advertisement displayed on a third-party website, and to improve site performance.

6.3.2 Use in Emails: Our emails may contain a "web beacon" or "pixel" to inform us whether our emails are opened and verify any clicks through to links within the email. We may use this information for purposes including determining which of our emails are more interesting to users, to query whether users who do not open our emails wish to continue receiving them, and to inform our advertisers in aggregate how many users have clicked on their advertisements.

6.3.3 Do Not Track Signals: Some browsers have a 'Do Not Track' feature that lets you tell websites that you do not want to have your online activities tracked. Currently, our Website does not respond to browser 'Do Not Track' signals.

7. CHILDREN'S PRIVACY

7.1 Commitment to Protecting Children's Privacy

The Suit Man & Co. recognizes the importance of protecting the privacy and safety of children. Our Website, products, and services are not designed for, nor intentionally targeted at, children under the age of 18. We do not knowingly collect or solicit personal information from children under the age of 18.

7.1.1 Age Limitation: In compliance with the Children's Online Privacy Protection Act (COPPA) and similar legislation in the UK, we do not knowingly collect, use, or disclose personal information from children under 18. If we learn that we have collected personal information of a child under 18, we will take steps to delete the information as soon as possible.

7.1.2 Parental Involvement: We strongly believe in the importance of parental consent and involvement in the online activities of children. If as a parent or guardian, you become aware that your child under 18 has provided us with personal information without your consent, please contact us immediately using the contact details provided in this Privacy Policy.

7.2 Measures to Prevent Children's Data Collection

7.2.1 Website Monitoring: We regularly monitor the Website for any potential collection of data from children under the age of 18. This includes reviewing our data collection forms and mechanisms to ensure they do not inadvertently capture information from children.

7.2.2 Verification Processes: In instances where personal information is collected, we have implemented age verification processes to prevent children under 18 from providing personal information. If an individual indicates they are under the age of 18, any personal data collection process is terminated, and the individual is advised that they must be over the age of 18 to use our services.

7.2.3 Educational Efforts: We believe in educating parents and guardians about protecting children's privacy online. As such, we may provide information or resources on our Website to help parents and guardians understand and manage the online privacy of their children.

7.3 Responsibility and Compliance

7.3.1 Regular Policy Reviews: We regularly review our Privacy Policy and our compliance with applicable laws, including those relating to children's privacy. This is to ensure that our practices

remain aligned with legal requirements and best practices in relation to the handling of children's data.

7.3.2 Training and Awareness: We conduct training and raise awareness among our staff regarding the importance of children's privacy and the need to enforce age restrictions on our Website.

8. SECURITY MEASURES

8.1 Commitment to Data Security

The security of your personal information is of utmost importance to The Suit Man & Co. We are committed to implementing and maintaining robust technical and organizational security measures designed to protect the personal information we collect and process from unauthorized access, use, alteration, or disclosure.

8.1.1 Technical Safeguards: We employ various technical safeguards to protect your data. These include, but are not limited to, encryption, firewalls, and secure server facilities. Our website is regularly scanned for known vulnerabilities in order to make your visit to our site as safe as possible.

8.1.2 Organizational Measures: Alongside technical measures, we also have organizational measures in place. This includes staff training in data protection and confidentiality obligations, limiting access to personal information to employees and contractors who need to know that information in order to process it for us, and conducting regular audits and inspections of our data protection practices and policies.

8.2 Data Breach Response

In the unfortunate event of a data breach, we have established procedures to effectively manage and respond to any such incidents.

8.2.1 Breach Detection and Notification: Should a data breach occur, we will promptly identify and take steps to minimize the harm by containing the breach. We will notify the appropriate supervisory authority without undue delay, and where feasible, not later than 72 hours after having become aware of it, as required by law. If the breach is likely to result in a

high risk to the rights and freedoms of individuals, we will also notify those individuals affected by the breach as soon as possible.

8.2.2 Investigation and Remediation: Following the detection of a breach, we will conduct a thorough investigation to understand the cause and scale of the breach. We will also take immediate steps to prevent a recurrence. This may involve updating our security measures, enhancing our data protection protocols, and retraining our staff, as necessary.

8.2.3 Documentation and Record Keeping: All data breaches will be documented, including the facts surrounding the breach, its effects, and the remedial action taken. This is in line with our obligation under the GDPR and other relevant data protection regulations. These records will assist in monitoring patterns and improving our response to breaches.

8.3 Continuous Improvement of Security Measures

8.3.1 Regular Reviews and Updates: Our security policies and procedures are subject to regular review and updating to ensure they are effective and comply with current best practices and legal requirements. This includes adapting to new security threats and technological advancements.

8.3.2 User Awareness and Responsibility: While we take strong measures to protect your data, the security of your personal information also depends on you. Where we have given you (or where you have chosen) a password for access to certain parts of our Website, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

8.3.3 Feedback and Reporting: We welcome feedback on our security and privacy measures. Users are encouraged to report any unusual activity or suspected data breach so that we can take prompt remedial action.

8.4 Third-Party Service Providers

8.4.1 Security Standards for Third Parties: We engage third-party service providers to perform various functions on our behalf. We require all third-party service providers to maintain appropriate security measures to protect your personal information consistent with our policies and the law. Our contracts with them include terms regarding the protection and use of personal data.

8.4.2 Ongoing Monitoring and Evaluation: Our relationships with third-party service providers are subject to ongoing monitoring and evaluation to ensure compliance with our security standards. This includes conducting regular security assessments and audits of our service providers.

9. DATA RETENTION

9.1 Principles of Data Retention

The Suit Man & Co. adopts a data retention policy that aligns with the principles of data minimization and storage limitation as per the UK's data protection laws. We are committed to retaining personal data only for as long as necessary to fulfill the purposes for which it was collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

9.1.1 Duration of Data Retention: The period for which personal data is retained is determined based on the nature of the data, the purpose for which it is processed, and the applicable legal or regulatory requirements. For example, data collected for transactional purposes is retained for the duration necessary to process the transactions and for a period thereafter as required by tax and commercial laws.

9.1.2 Criteria for Determining Retention Periods: In determining the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the data, the potential risk of harm from unauthorized use or disclosure of the data, the purposes for which we process the data and whether we can achieve those purposes through other means, and the applicable legal requirements.

9.2 Review and Deletion of Data

Regular reviews of our data holdings are conducted to ensure that data is not held beyond the necessary period. When data is no longer required, it is securely deleted or anonymized.

9.2.1 Secure Deletion: When personal data is no longer needed, it is securely deleted from our systems. This involves using methods that ensure the data cannot be reconstructed or read.

9.2.2 Anonymization: In cases where the data may be of ongoing analytical use, we may anonymize the data, removing all identifiable elements to ensure that individuals cannot be identified from the information.

9.2.3 Data Archiving: In some instances, personal data may be archived for historical or research purposes. In such cases, the data is stored securely and access is limited to authorized personnel only.

9.3 Legal and Regulatory Requirements

We comply with legal and regulatory requirements that dictate the retention of certain types of data. For instance, financial records are kept for a minimum period as mandated by tax laws and regulations.

9.3.1 Compliance with Legal Obligations: Our data retention practices are designed to ensure compliance with legal obligations to retain data for a specified period, as outlined in laws and regulations applicable to our business.

9.3.2 Responding to Legal Requests: Occasionally, we may be required to retain certain information beyond our standard retention periods in response to legal requests or investigations.

10. YOUR RIGHTS AND CHOICES

10.1 Understanding Your Data Protection Rights

As a data subject under UK data protection law, including the General Data Protection Regulation (GDPR) and the Data Protection Act 2018, you have certain rights concerning your personal data. The

Suit Man & Co. is committed to ensuring that these rights are respected and facilitated.

10.1.1 Right of Access: You have the right to request access to your personal data that we hold. This enables you to receive a copy of the personal data we have about you and to check that we are processing it lawfully.

10.1.2 Right to Rectification: You have the right to request the correction of your personal data that we hold if it is inaccurate or incomplete.

10.1.3 Right to Erasure: This right, often referred to as ‘the right to be forgotten,’ enables you to request the deletion or removal of your personal data where there is no compelling reason for its continued processing.

10.1.4 Right to Restrict Processing: You have the right to request the suspension of the processing of your personal data, for example, if you want us to verify its accuracy or the reason for processing it.

10.1.5 Right to Data Portability: In certain circumstances, you have the right to receive or request the transfer of your personal data to another party in a structured, commonly used, and machine-readable format.

10.1.6 Right to Object: You have the right to object to the processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.

10.1.7 Rights Related to Automated Decision Making and Profiling: You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.

10.2 Exercising Your Rights

10.2.1 Making a Request: To exercise any of these rights, please contact us using the contact details provided in this Privacy Policy. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights).

10.2.2 No Fee Usually Required: You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

10.2.3 Time Limit to Respond: We aim to respond to all legitimate requests within one month. Occasionally, it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

10.2.4 Limitations and Conditions: There are some conditions and limitations to these rights. Not all of these rights are absolute, and in certain cases, we may decline your request based on statutory exemptions and limitations.

10.3 Marketing Preferences

You have the right to adjust your marketing preferences or to opt-out of marketing communications from us. This can be done through adjusting your settings on our Website or using the unsubscribe link found in our marketing emails.

10.4 Complaints

If you have any concerns or complaints about how

we are handling your personal data, you are encouraged to contact us directly. We will do our utmost to resolve any issue you may have. However, if you feel that your concerns have not been adequately addressed, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues.

10.4.1 Contacting the Supervisory Authority: The ICO provides guidance on its website on how to make a complaint about the handling of personal data. You can make a complaint to the ICO at any time, although they generally recommend that you try to resolve the matter with the data controller – in this case, The Suit Man & Co. – before approaching them.

10.4.2 International Users: For users outside the UK, you may have the right to lodge a complaint with your local data protection regulator if you believe that our processing of your personal data infringes applicable data protection laws.

10.5 Changes in Personal Data

It is important for the accuracy and integrity of our data processing activities that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

10.6 Automated Decision-Making Opt-Out

Where we use systems for automated decision-making and profiling, we will ensure transparency in such processing, and you have the right to opt-out or challenge decisions made purely on automated processes. We will provide mechanisms for you to express your concern and to request a manual review of the automated decision where appropriate.

11. THIRD-PARTY LINKS AND SERVICES

11.1 Interaction with Third-Party Services

The Suit Man & Co. website, www.thesuitmanandco.com, may contain links to and from the websites of our partner networks, advertisers, affiliate programs, and other third parties. Please note that these websites and any services that may be accessible through them have their own privacy policies. We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data.

11.1.1 Links to Third-Party Websites: When you click on a link to any of these third-party websites, you will leave our Website and go to another site, and another entity may collect Personal Data or Anonymous Data from you. We have no control over, do not review, and cannot be responsible for, these outside websites or their content. The inclusion of any link does not imply our endorsement of the external site. Your browsing and interaction on any other website, including those that have a link on our Website, are subject to that website's own rules and policies.

11.1.2 Use of Third-Party Services: In cases where our Website integrates with third-party tools or services, such as social media platforms, payment processors, or analytics providers, the collection and processing of your data by these third parties are governed by their respective privacy policies. We advise you to carefully review these policies to understand how these third parties handle your data.

11.2 Recommendations and Caution

11.2.1 Recommendation to Review Privacy Policies: We strongly advise you to read the privacy policy of any website you visit before providing any personal information. Understanding these policies will help you make an informed decision about whether to provide them with your information.

11.2.2 Caution on Information Disclosure: Be cautious about divulging personal information on websites that are not part of The Suit Man & Co. We are not responsible for the privacy practices or content of third-party websites and cannot guarantee the security of any of your personal information collected there.

12. CHANGES TO PRIVACY POLICY

12.1 Policy Updates and Revisions

The Suit Man & Co. may update this Privacy Policy from time to time in response to changing legal, technical, or business developments. When we update our Privacy Policy, we will take appropriate measures to inform you, consistent with

the significance of the changes we make. We will obtain your consent to any significant Privacy Policy changes if and where this is required by applicable data protection laws.

12.1.1 Notification of Changes: Changes to our Privacy Policy will be communicated through our website or through other appropriate means of communication. Depending on the nature of the change, we may notify you via your provided contact details, such as email, or through a prominent notice on our website.

12.1.2 Review Regularly: We encourage you to periodically review this Privacy Policy for any changes. The date at the bottom of this Privacy Policy indicates when it was last updated. Your continued use of our services and website after any modification to this Privacy Policy will constitute your acceptance of such modification.

12.2 Reasons for Changes

12.2.1 Legal and Regulatory Environment: Changes in the legal or regulatory environment may necessitate updates to this policy. We are committed to compliance with all applicable laws and regulations governing the collection, storage, processing, and sharing of personal data.

12.2.2 Technological Advancements: As our website and services evolve with technological advancements, changes to our Privacy Policy may be required to reflect new features and functionalities, ensuring that our data handling practices remain transparent and fair.

12.2.3 Business Developments: Business developments, such as expansions, mergers, acquisitions, or divestitures, may also lead to changes to this Privacy Policy. Such changes are made to ensure the continued protection of personal data throughout any business transition.

12.3 Your Responsibilities

12.3.1 Reviewing Policy Changes: It is your responsibility to read and understand the Privacy Policy. If you use our website or services after the effective date of an updated version, you are agreeing to abide by the updated policy.

12.3.2 Updating Your Information: To ensure that our records are accurate and up-to-date, please inform us promptly of any changes to your personal information. This helps us comply with our obligation to maintain accurate data, and it ensures you receive the latest updates and information about our services.

13. COMPLIANCE WITH SPECIFIC LAWS AND REGULATIONS

13.1 Adherence to Data Protection Laws

The Suit Man & Co. is dedicated to complying with all relevant data protection laws and regulations applicable within the United Kingdom. This commitment extends to ensuring that our data handling practices are in accordance with the General Data Protection Regulation (GDPR), the Data Protection Act 2018, and any other pertinent privacy laws and standards.

13.1.1 GDPR Compliance: Our data processing activities are structured to adhere to the principles set out in the GDPR. This includes ensuring lawful, fair, and transparent processing of personal data, limiting the processing to specified, explicit, and legitimate purposes, and ensuring that personal data is accurate, kept up to date, and retained only for as long as necessary.

13.1.2 Data Protection Act 2018: As a UK-based business, we are also governed by the Data Protection Act 2018. This act supplements the GDPR and sets out specific provisions for how personal data is handled in the UK. We ensure our data handling practices are in line with the requirements of this act.

13.2 Compliance with Industry Standards

In addition to legal compliance, The Suit Man & Co. also adheres to best practices and industry standards regarding data protection and privacy.

13.2.1 Industry Best Practices: We stay abreast of and implement industry best practices concerning data security and privacy. This includes regular training for our staff, periodic reviews of our data protection policies, and implementation of the latest security measures.

13.2.2 Engagement with Data Protection Authorities (DPAs): We engage proactively with data protection authorities and are committed to working collaboratively with them to address any concerns or investigations relating to our data processing activities.

13.3 International Data Protection Laws

For clients and users outside the UK, we strive to comply with applicable international data protection laws. This commitment is crucial in ensuring the protection of personal data in a global context.

13.3.1 EU Data Protection Laws: When dealing with data from the European Union, we align our practices with the requirements of the GDPR, which includes providing adequate protections for the transfer of personal data outside the EU.

13.3.2 Global Data Protection Compliance: For users in other jurisdictions, we respect and comply with local data protection laws to the extent that they apply to our operations. This includes adapting our data handling practices to meet specific local legal requirements.

14. CONTACT INFORMATION

14.1 Contacting The Suit Man & Co.

For any questions, concerns, or comments about this Privacy Policy or our handling of your personal data, please contact us using the following details:

- **Email Address:** You can email us at info@thesuitmanandco.com for any privacy-specific queries or concerns.
- **Mailing Address:** For written correspondence, you may contact us at our registered business address, which will be provided on our website or upon request through our email.

14.2 Responding to Your Queries

14.2.1 Commitment to Prompt Response: We are committed to responding to any queries, requests, or concerns relating to your personal data or this Privacy Policy in a timely and efficient manner.

14.2.2 Data Protection Officer (DPO): For more complex queries or concerns, especially those relating to your data protection rights or significant privacy matters, you may be directed to our Data Protection Officer. The DPO is responsible for overseeing data protection strategy and implementation to ensure compliance with GDPR requirements.

14.3 Feedback and Suggestions

14.3.1 Encouragement of Feedback: We welcome and encourage feedback on our Privacy Policy and our data protection practices. Your feedback is invaluable in helping us enhance our privacy standards and practices.

14.3.2 Continuous Improvement: We are committed to continuously improving our privacy practices and policies. Your suggestions and feedback play a critical role in this process, helping us to identify areas where we can further strengthen our data protection and privacy measures.

14.4 Updates and Changes to Contact Information

14.4.1 Notification of Changes: Should there be any changes to our contact information, these will be updated in this Privacy Policy. We recommend regularly reviewing this section to ensure you have the most current contact details.

14.4.2 Accessibility of Contact Information: We strive to make our contact information easily accessible. It is prominently displayed on our website and in any relevant communication materials, ensuring that you can reach us with ease for any data protection inquiries.

14.5 Regulatory Contact Information

For those who wish to contact a regulatory body regarding concerns or complaints that have not been satisfactorily addressed by us, the relevant contact information for the Information Commissioner's Office (ICO) in the UK is as follows:

- **ICO Website:** <https://ico.org.uk/>

The ICO is the UK's independent authority set up to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals.