



# Privacy Policy

## Richmond Defence Systems Ltd

### Effective Date: 10-02-2026

Richmond Defence Systems Ltd ("we," "our," "us") operates [[www.richmond-dfs.com](http://www.richmond-dfs.com)] and is committed to protecting your privacy while providing secure, high-quality services worldwide. This Privacy Policy explains how we collect, use, and share your information when you access our website, create accounts, purchase products, or engage with us.

We comply with applicable global privacy laws, including the UK GDPR, EU GDPR, CCPA/CPRA (California), PIPEDA (Canada), LGPD (Brazil), and others where relevant.

#### 1. Who We Are

Richmond Defence Systems Ltd  
Armtec Estate, The Street, North Lopham, Norfolk, IP22 2LR  
Email: [marketing@richmond-dfs.com](mailto:marketing@richmond-dfs.com)

We do not knowingly offer products or services to residents of sanctioned/embargoed regions, and data transfers from such areas are restricted.

#### 2. Information We Collect

We collect information that you provide voluntarily, information generated through your use of our services, and limited third-party data to operate and improve our site.

##### A. Personal Information

- Name, email address, phone number, shipping and billing addresses
- Account credentials (username, password) for members
- Payment details (processed securely by third-party processors; we do not store full card data)
- IP address, approximate location, device type

##### B. Technical & Usage Data

- Browser type, operating system, device identifiers
- Cookies, session data, and website analytics (anonymised where possible)
- Pages visited, clickstream, and engagement metrics

##### C. Voluntary Information

- Contact form submissions, survey responses, newsletter sign-ups, and membership preferences

##### D. Third-Party Data

- Analytics services (e.g., Google Analytics, embedded content)



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- Maps, videos, or other content you interact with

Note: We do not collect data for behavioural advertising or share data with advertising networks.

#### 3. How We Use Your Information

We use your information to:

- Provide products, services, and membership features you request
- Create and manage user accounts and memberships
- Process orders, payments, and shipping
- Respond to inquiries or customer service requests
- Improve website usability, performance, and security
- Send marketing communications if you have opted in
- Prevent fraud, abuse, or other unlawful activities
- Comply with legal obligations

Marketing: We only send marketing emails or newsletters to users who explicitly consent. You can unsubscribe at any time via our communications or account settings.

#### 4. Legal Basis for Processing (GDPR / UK GDPR)

Where applicable, our lawful bases include:

- Consent: for newsletters, marketing, or optional services
- Contractual necessity: for purchases, memberships, and account management
- Legal obligation: to comply with regulations or law enforcement requests
- Legitimate interests: for fraud prevention, website analytics, and service improvement

#### 5. Sharing and Storing Your Data

We do not sell or share your data for advertising purposes. Data may be shared with:

- Hosting providers, analytics platforms, and payment processors
- Law enforcement, regulators, or courts when legally required
- Successors in case of company merger, sale, or acquisition



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Storage: Data is stored in the UK, EU, or other compliant regions. International transfers are protected via GDPR-compliant mechanisms such as Standard Contractual Clauses (SCCs) or equivalent safeguards.

#### 6. International Access

Our services are accessible worldwide, excluding embargoed or sanctioned regions. Users accessing from such regions may be blocked to comply with international laws.

#### 7. Your Privacy Rights

Depending on your jurisdiction, you may have the right to:

- Access, correct, or delete your personal data
- Object to or restrict certain processing
- Withdraw consent at any time
- Request data portability
- File complaints with relevant data protection authorities

California residents (CCPA/CPRA):

- We do not “sell” or “share” personal data as defined by the law
- You may request access, deletion, or correction of your data
- Limit use of sensitive personal information, though we do not process it beyond essential functions

EU/UK residents:

- Rights under GDPR include access, rectification, erasure, restriction, objection, and data portability

Other jurisdictions: Rights may vary; please contact us for details.

#### 8. Cookies

We use cookies to support core functionality and improve performance.

Types:

- Strictly Necessary: essential site operation
- Performance & Analytics: anonymised usage statistics
- Functional: preferences and language settings



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We do not use cookies for advertising or cross-site tracking.

Managing Cookies:

- Adjust via our cookie banner
- Change browser settings to block or delete cookies
- Withdraw consent at any time

#### 9. Children's Privacy

We do not knowingly collect data from children under the age of 13 (or local age of consent). If we learn that personal data from a child has been collected, we will delete it promptly.

#### 10. Security

We implement reasonable technical and organisational measures to protect your data from unauthorised access, disclosure, alteration, or destruction.

#### 11. Changes to This Policy

We may update this Privacy Policy periodically. Significant changes will be posted on our website or emailed to members.

#### 12. Contact Us

Questions, requests, or complaints regarding your privacy can be sent to:

Richmond Defence Systems Ltd

Armtec Estate, The Street, North Lopham, Norfolk, IP22 2LR

Email: [marketing@richmond-dfs.com](mailto:marketing@richmond-dfs.com)

#### Cookie Policy (Updated)

Purpose: Cookies enhance your experience and site security.

Types of Cookies:

- Strictly Necessary: core functions
- Performance & Analytics: anonymised usage tracking
- Functional: preferences and language settings

We do not:

- Use marketing or ad-targeting cookies
- Share data with third-party ad networks



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- Conduct cross-site tracking

#### Managing Cookies:

- Through banner settings or browser preferences
- Retention: session cookies expire at session end; persistent cookies expire per their defined period (up to 2 years)