

Privacy Policy

At **Red-Lined Motorsport Adventure**, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, and safeguard the data you provide to us. By using our website and services, you consent to the practices described in this policy.

Information Collection and Use:

a. **Personal Information:** When you create an account on our ecommerce store, we collect personal information such as your first name, last name, phone number, billing address, shipping address, and VAT number (if applicable). This information is necessary to process your orders, provide customer support, and personalize your shopping experience.

b. **Payment Information:** We do not store your payment card details directly. All payment transactions are securely processed through PayFast, a trusted third-party payment processor. PayFast handles the collection and storage of your payment information in accordance with their own privacy and security policies.

c. **Automatically Collected Information:** We use cookies and similar technologies to collect certain information automatically when you visit our website. This includes your IP address, browser type, device information, and browsing behaviour. This data helps us improve our website and tailor our services to your preferences.

Use of Information:

a. **Order Processing:** We use your personal information to process and fulfil your orders, provide customer support, and communicate with you regarding your purchases.

b. **Account Management:** Your account information, including your first name, last name, phone number, billing address, shipping address, and VAT number, is used to manage your account, including order history, preferences, and personalized recommendations.

c. **Communication:** We may use your contact information, including your email address and phone number, to send you important updates, promotional offers, newsletters, or other communications related to our products and services. You can opt out of marketing communications at any time.

d. **Analytics:** We utilize Google Analytics to collect and analyse data about the usage of our website. This helps us understand and improve our website performance and user experience.

Data Security:

a. We implement industry-standard security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction.

b. We use secure socket layer technology (SSL) to encrypt data transmitted between your browser and our website during online transactions.

c. Despite our best efforts, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security of your data.

Third-Party Disclosure:

a. We do not sell, trade, or otherwise transfer your personal information to outside parties without your consent, except as necessary to provide our services or comply with legal requirements.

b. We may share your information with trusted third-party service providers who assist us in operating our website, conducting business operations, or servicing you. These providers are obligated to maintain the confidentiality of your information and only use it for authorized purposes.

Data Retention:

a. We retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

b. You can request the deletion or modification of your personal information by contacting our customer support team.

Children's Privacy:

a. Our website and services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal information from a child, we will promptly delete it.

Changes to this Privacy Policy:

a. We reserve the right to update or modify this Privacy Policy at any time. Changes will be effective immediately upon posting on our website.

b. It is your responsibility to review this Privacy Policy periodically for any updates or changes.

Contact Us:

If you have any questions, concerns, or requests regarding our Privacy Policy or the handling of your personal information, please contact our customer support team at michelle@redlined.co.za .

By using our website and providing your personal information, you acknowledge that you have read and understood this Privacy Policy and agree to the collection, use, and storage of your information as described herein.