

Privacy Notice – Goods Afloat Limited

1. Introduction

Goods Afloat Limited (“we”, “us”, “our”) is committed to protecting your privacy and handling your personal information responsibly. This Privacy Notice explains what personal data we collect, how we use it, and your rights under UK GDPR.

We only collect the information we need to provide our delivery and freight-forwarding services, and we do not use your data for marketing.

2. Who We Are

Goods Afloat Limited is a Freight-forwarding and delivery services operating out of High Wycombe, United Kingdom Email: queries@goodsafloat.com

We are the data controller for the personal information we process.

3. The Personal Data We Collect

To arrange, collect, ship, and deliver your items, we may collect:

- Sender’s name
- Sender’s address
- Sender’s contact number (if provided)
- Recipient’s name
- Recipient’s area/address
- Details about the item being shipped
- Collection and delivery instructions

We do **not** collect unnecessary information, and we do not request sensitive data.

4. How We Use Your Information

We use your information only for:

- Preparing your shipment
- Completing shipping documentation
- Contacting you about your collection or delivery
- Providing updates or clarifications
- Meeting legal, tax, and record-keeping requirements
- Ensuring safety, compliance, and accurate declarations

We do **not** use your data for advertising, profiling, or automated decision-making.

5. Lawful Basis for Processing

Our lawful basis under UK GDPR is:

Contract

We need your information to arrange, collect, transport, and deliver your goods.

Legal Obligation

We keep certain records for tax, safety, and compliance purposes.

6. Sharing Your Information

We only share the information necessary to complete your shipment, such as:

- Shipping carriers
- Customs or port authorities (where required)
- Delivery partners in the destination country

We do **not** sell or share your data with third parties for marketing.

7. International Transfers

If your shipment is sent outside the UK, only the recipients’ data may be shared with trusted partners in the destination country solely for delivery purposes.

We ensure that only the minimum information required is shared.

8. How Long We Keep Your Data

We retain shipment records for **up to 6 years**, in line with UK tax and accounting requirements. After this period, your information is securely deleted.

9. How We Store Your Data

Your information is stored securely on password-protected devices and systems. We take reasonable steps to prevent loss, misuse, or unauthorised access.

10. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion (where applicable)
- Restrict or object to processing
- Request a copy of your data

To exercise any of these rights, contact us at info@goodsafloat.com.

11. Updates to This Notice

We may update this Privacy Notice from time to time. The latest version will always be available on our website.

12. Contact Us

If you have any questions about this Privacy Notice or how we handle your data, please contact: **Goods Afloat** Email: queries@goodsafloat.com trading from High Wycombe, United Kingdom