

Privacy Policy – UK GDPR Compliance

Effective Date: April 2026

10ofThose.com is owned and operated by **10ofThose Ltd**. We are committed to protecting your personal information and handling it in accordance with applicable law, including the **UK General Data Protection Regulation (GDPR) 2018**.

This Privacy Policy explains how **10ofthose Ltd** (“we”, “our”, “us”) collects, uses, stores, and protects your personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable laws.

By visiting our website, you agree to the practices described in this policy.

This policy explains:

- What personal information we collect
- How and why we use it
- Your rights and choices
- How we keep your data secure

1. Information We Collect

We collect and process the following types of information:

a. Identifiable Personal Data

Information that directly or indirectly identifies you, including:

- Name
- Postal address
- Email address
- Telephone number
- Payment and billing information
- Account login details and credentials

b. Transactional Data

Details of products or services purchased, order history, and customer service interactions.

c. Technical Data

Your IP address, browser type and version, device type, operating system, and similar technical details collected automatically when you interact with our systems.

d. Usage Data

Information on how you use our website, applications, or services, such as pages visited and features accessed.

e. Anonymised or Aggregated Data

Data that has been processed to remove identifiable elements, ensuring it can no longer be linked to you.

2. Lawful Basis for Processing

We process identifiable personal data under the following lawful bases as per GDPR Article 6(1)(a) and GDPR Article 6(1)(b):

- **Contract** – where processing is necessary for the performance of a contract with you.
- **Legal Obligation** – to comply with applicable laws and regulatory requirements.
- **Legitimate Interests** – where processing is necessary for our business purposes and does not override your rights.
- **Consent** – where you have explicitly agreed to specific data processing activities.

3. How We Use Your Data

We use your data to:

- Provide, manage, and improve our products and services.
- Process orders, payments, and deliveries.
- Communicate with you regarding your account, orders, or support requests.
- Maintain security and prevent fraud.
- Comply with legal and regulatory obligations.
- Send marketing communications (only where consent has been given).

4. Data Sharing

We only share identifiable personal data with:

- Service providers acting on our behalf under strict confidentiality agreements.
- Law enforcement or regulatory bodies where legally required.
- Other parties with your explicit consent.

We do not sell identifiable personal data to third parties.

4a. Journal Subscriptions Provided with Partners

We offer certain journal subscriptions in partnership with 9-marks, a third-party organisation, who are based in the United States.

Who is responsible for your data

When you purchase a journal subscription through our website:

- **10ofThose Ltd** (UK) and **9-marks** (US) act as **joint controllers** for the personal data used in connection with your journal subscription.
- This means we both determine how and why your personal data is used for subscription-related purposes.

How your data is used

We will share relevant personal data with 9-marks, including:

- Name
- Contact details (email and postal address)
- Subscription details
- Order information

This information is used to:

- Set up and administer your subscription
- Ensure delivery of journal issues
- Provide customer support related to the subscription

Our respective roles

- **10ofThose Ltd** is responsible for:
 - Processing your order and payment
 - Managing subscription fulfilment and delivery
 - Providing customer account functionality
 - Maintaining transaction and order records
- **9-marks** is responsible for:
 - Overseeing the journal and subscriber base
 - Maintaining records of subscribers
 - Supporting subscription administration where required

Legal basis

We process and share this data as necessary to **perform our contract with you.**

International transfers

As 9-marks is located in the United States, your personal data may be transferred outside the United Kingdom.

We ensure that appropriate safeguards are in place to protect your data, using:

- The UK International Data Transfer Addendum to the EU Standard Contractual Clauses

These safeguards are designed to ensure your personal data remains protected to UK data protection standards.

Your rights

You can exercise your data protection rights by contacting either:

- **10ofThose Ltd:** datacontroller@10ofthose.com
- **9-marks:** pat@9marks.org

We will work together to respond to your request where relevant

5. Data Security

We take the security of your personal information seriously and use measures such as:

- SSL encryption for payment processing
- Limiting access to personal data to authorised staff only
- Secure physical and electronic storage systems

When confirming an order, we only display the last four digits of your card number. We implement appropriate technical and organisational measures to protect your identifiable personal data from unauthorised access, use, disclosure, alteration, or destruction.

6. Data Retention

We keep identifiable personal data only for as long as necessary to fulfil the purposes for which it was collected, or to meet legal, accounting, or reporting requirements.

7. Cookies

Cookies are small text files placed on your device to help our site function and improve your experience. We use cookies to:

- Remember your shopping basket
- Recognise you when you return to our site
- Provide personalised content and offers

Consent for cookies:

When you first visit our website, we ask for your consent to use cookies (GDPR Article 6(1)(a)). You can withdraw this at any time by changing your setting found on [this page](#).

Managing cookies:

Most browsers allow you to refuse or delete cookies. However, disabling cookies may affect the functionality of our website.

8. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data.
- Request correction of inaccurate or incomplete data.
- Request erasure (“the right to be forgotten”).
- Restrict processing in certain circumstances.
- Object to processing based on legitimate interests.
- Request data portability.
- Withdraw consent at any time (where processing is based on consent).

To exercise your rights, please contact us using the details below.

9. Contact Information

If you have any questions, concerns, or requests relating to this Privacy Policy or your rights under UK GDPR, please contact:

Email: datacontroller@10ofthose.com

Phone: 0330 223 3423

Post: Data Controller,
10ofThose Ltd,
Unit C, Tomlinson Road,
Leyland, PR25 2DY,
United Kingdom