

# PRIVACY NOTICE

**Effective Date:** March 2026

**Company:** Cloud Shipping Ltd

## DEFINITION

Cloud Shipping and subsidiaries companies will hereafter be referred to as “Cloud Shipping”

## 1. INTRODUCTION

Cloud Shipping Ltd ("Cloud Shipping", "we", "us", or "our") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, process, and protect your personal data when you use our services, website ([www.cloudshipping.co.uk](http://www.cloudshipping.co.uk)), or interact with us.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. WHO WE ARE (DATA CONTROLLER)

Cloud Shipping Ltd is the **data controller** for the personal data you provide directly to us when using our services.

In certain cases, we may act as a **data processor** when processing data strictly on behalf of our clients.

## 3. DATA WE COLLECT

We may collect and process the following categories of personal data:

### a) Identity & Contact Data

- Name
- Company name
- Email address
- Telephone number
- Billing and delivery addresses

### b) Shipment & Transaction Data

- Sender and recipient details
- Shipping addresses
- Parcel contents and descriptions
- Commercial invoices
- Customs information (including tax IDs where required)
- Shipment tracking data

### c) Technical Data

- IP address
- Browser type and version
- Device information
- Website usage data

### d) Marketing & Communication Data

- Preferences in receiving marketing
- Communication history with us

## 4. HOW WE USE YOUR DATA

We use your personal data for the following purposes:

### a) Service Delivery

- To provide shipping, courier, and logistics services
- To arrange collections and deliveries
- To manage shipments and tracking

## **b) Customs & Compliance**

- To process customs declarations
- To comply with international shipping regulations
- To meet legal and tax obligations

## **c) Customer Support**

- To respond to enquiries and provide support

## **d) Business Operations**

- Billing and invoicing
- Fraud prevention and security monitoring

## **e) Marketing**

- To send service updates and relevant offers (where lawful)

## **5. LEGAL BASIS FOR PROCESSING**

We rely on the following legal bases under UK GDPR:

- **Contractual necessity** – to provide our shipping services
- **Legal obligation** – for customs, tax, and regulatory compliance
- **Legitimate interests** – for business operations and B2B marketing
- **Consent** – where required for marketing communications

## **6. DATA SHARING**

We may share your data with trusted third parties where necessary, including:

- Courier and logistics providers (e.g. DHL, UPS, FedEx)
- Customs authorities and government bodies
- Payment processors
- IT and software providers
- Professional advisers (legal, accounting)

All third parties are required to process your data securely and in accordance with applicable data protection laws.

## **7. INTERNATIONAL DATA TRANSFERS**

Due to the global nature of shipping services, your personal data may be transferred outside the United Kingdom.

Where this occurs, we ensure appropriate safeguards are in place, including:

- Standard Contractual Clauses (SCCs)
- Transfers to countries with adequacy decisions
- Contractual obligations on third parties

## **8. DATA RETENTION**

We retain personal data only as long as necessary:

- Shipment and transaction data: up to 6 years (legal/accounting purposes)
- Marketing data: until you opt out or withdraw consent
- Customer records: for the duration of the relationship plus a reasonable period thereafter

## **9. COOKIES**

Our website uses cookies to improve user experience and analyse website traffic.

We use:

- Essential cookies (required for functionality)
- Analytics cookies
- Marketing cookies (where applicable)

You can manage your cookie preferences via your browser or our website cookie banner.

## **10. DATA SECURITY**

We implement appropriate technical and organisational measures to protect your data, including:

- Secure servers and encryption
- Access controls
- Staff confidentiality obligations

## **11. YOUR RIGHTS**

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion (where applicable)
- Restrict processing
- Object to processing (including marketing)
- Data portability

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

## **12. MARKETING COMMUNICATIONS**

You may receive marketing communications where:

- You have requested information from us
- You are an existing customer (B2B context)

You can opt out at any time by:

- Clicking the unsubscribe link
- Emailing us directly

## **13. CHILDREN'S DATA**

Our services are not directed at children, and we do not knowingly collect data from individuals under 18.

## **14. COMPLAINTS**

If you are unhappy with how we handle your data, you have the right to lodge a complaint with the UK supervisory authority:

**Information Commissioner's Office (ICO)**

Website: <https://ico.org.uk>

## **15. CONTACT DETAILS**

Cloud Shipping Ltd  
C J House, 99a Cobbold Road  
London, NW10 9SL  
United Kingdom  
Email: [info@cloudshipping.co.uk](mailto:info@cloudshipping.co.uk)  
Phone: 0203 967 6700

## **16. CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

## **17. INTERNATIONAL SHIPPING, DUTIES & TAXES (DDP / DAP)**

Where you arrange shipments through Cloud Shipping, we process personal data (including sender and recipient details) to facilitate customs clearance and delivery.

For shipments sent under **Delivered Duty Paid (DDP)** or similar terms, duties and taxes may be calculated and paid on behalf of the recipient. However:

- If duties and taxes are not accepted or paid by the recipient, carriers or customs authorities may reverse charges to the shipper.
- In such cases, your data may be used to recover unpaid charges and manage disputes.

For **Delivered At Place (DAP)** shipments, recipient contact details may be shared with carriers and customs authorities to request payment of duties and taxes prior to delivery.

#### **18. CARRIER & THIRD-PARTY LOGISTICS DATA SHARING**

To provide our services, we share necessary shipment and contact data with third-party carriers and logistics providers, including (but not limited to):

- DHL
- UPS
- FedEx
- Local and international delivery partners

These providers act as independent data controllers for the data required to transport and deliver shipments. Their use of your data is governed by their own privacy policies.

We only share the minimum data necessary to fulfil delivery, customs clearance, tracking, and operational requirements.

#### **19. OFFSHORE PROCESSING & OPERATIONAL SUPPORT**

Cloud Shipping may utilise trained operational staff and support teams located outside the United Kingdom (including India and the Philippines) to assist with:

- Shipment processing
- Customer support
- Data entry and tracking updates
- Operational workflows

Where such access is required:

- Staff operate under strict confidentiality agreements
- Access is restricted based on role and necessity
- Secure systems and controls are in place

All offshore processing is carried out in compliance with UK GDPR using appropriate safeguards, including contractual protections and data security controls.

#### **20. SYSTEMS, HOSTING & SOFTWARE PROVIDERS**

We use a range of secure systems and third-party platforms to operate our business, which may include:

- Cloud hosting providers (e.g. AWS or equivalent)
- CRM systems
- Shipping and tracking platforms
- Accounting and invoicing software
- Communication tools

These providers may process personal data on our behalf as data processors and are contractually required to:

- Keep your data secure
- Only process data under our instructions
- Comply with applicable data protection laws

#### **21. FRAUD PREVENTION & RISK MANAGEMENT**

We may process personal data to:

- Detect and prevent fraud
- Verify customer identity where required
- Monitor unusual or high-risk shipment activity

- Comply with sanctions, export controls, and regulatory obligations
- This processing is based on our legitimate interests and legal obligations.

## **22. DATA MINIMISATION & ACCESS CONTROL**

We apply strict internal controls to ensure:

- Only relevant data is collected
- Access is limited to authorised personnel
- Data is only used for its intended purpose

## **23. UPDATES & VERSION CONTROL**

We may update this Privacy Policy periodically to reflect changes in legal requirements, technology, or our business operations.

Where appropriate, we will notify users of significant changes.