Privacy Policy

1. Introduction

At Suzhou Pacific Knitwear ("we", "our", or "us"), we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you visit our website and use our services. By using our website, you agree to the collection and use of your information in accordance with this Privacy Policy.

2. Information We Collect

We may collect the following types of personal data from you when you interact with our website or submit a contact form:

- **Personal Identification Information**: This includes details such as your name, email address, phone number, and any other information you provide voluntarily through our contact or sign-up forms.
- **Usage Data**: Information about how you access and interact with our website, such as your IP address, browser type, pages visited, and the time spent on our website.
- **Cookies**: We use cookies to enhance your user experience. Cookies help us analyse website traffic, remember user preferences, and offer personalized content.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **To Process Inquiries**: To respond to your requests or inquiries submitted through our contact forms or other communication channels.
- **To Provide Services**: To offer information or services you have requested, such as newsletters, marketing materials, or product/service recommendations.
- **Marketing and Communication**: To send you promotional emails or offers related to our products or services that may be of interest to you.
- **To Improve Our Website**: To analyse user behaviour and enhance the functionality, design, and user experience of our website.

We will not process your personal data for purposes other than those stated in this Privacy Policy unless you have been informed and provided consent.

4. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. If you wish to delete your personal data, you may contact us using the contact details below.

5. Legal Basis for Processing Your Data (GDPR)

If you are an EU resident, we process your personal data based on the following legal grounds:

- **Consent**: When you provide us with personal data by filling out forms or subscribing to services, you consent to us processing your data for the purposes outlined in this Privacy Policy.
- **Contractual Necessity**: We may need to process your data to provide the services or information you have requested from us.
- **Legitimate Interests**: In some cases, we may process your data to further our legitimate interests in providing services, improving our website, or conducting marketing.

You have the right to withdraw your consent at any time, which you can do by contacting us at the contact details provided below.

6. Sharing Your Information

We may share your personal data with third-party service providers for the purpose of operating our business, managing our website, or delivering services to you. These third parties are bound by confidentiality agreements and are required to handle your data in accordance with applicable data protection laws.

- **Examples of third parties** include email marketing platforms, website hosting services, and analytics providers.

We will not sell, rent, or lease your personal information to third parties without your consent, unless required by law.

7. International Transfers of Data

If you are located outside of China, please be aware that your information may be transferred to, stored, and processed in a country that may not have data protection laws equivalent to those in your country. By submitting your personal data, you consent to the transfer of your information to countries outside of your country of residence.

8. Your Data Protection Rights (GDPR)

As a resident of the European Union, you have the following rights under the GDPR:

- **Right to Access**: You have the right to request access to the personal data we hold about you.
- **Right to Rectification**: You have the right to request that we correct any inaccurate or incomplete personal data.
- **Right to Erasure**: You have the right to request that we delete your personal data, subject to certain exceptions.

- **Right to Restrict Processing**: You have the right to request that we restrict the processing of your personal data under certain circumstances.
- **Right to Data Portability**: You have the right to receive your personal data in a structured, commonly used, and machine-readable format, and to transmit it to another data controller.
- **Right to Object**: You have the right to object to the processing of your personal data for marketing purposes or other legitimate interests.

To exercise any of these rights, please contact us using the contact information provided below.

9. Security of Your Information

We take the security of your personal data seriously and use reasonable administrative, technical, and physical measures to protect it from unauthorized access, alteration, disclosure, or destruction. However, please be aware that no method of transmission over the Internet or electronic storage is completely secure.

10. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to improve your experience on our website, analyse site usage, and customize content. You can control cookies through your browser settings. For more information, please refer to our Cookie Policy.

11. Third-Party Links

Our website may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices of these third-party sites. We encourage you to review the privacy policies of any linked websites.

12. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Any changes will be posted on this page, and the revised Privacy Policy will be effective immediately upon publication. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal data.

13. Contact Us

If you have any questions about this Privacy Policy or our data practices, or if you wish to exercise any of your rights regarding your personal data, please contact us at:

- **Email**: info@suzhoupacific.com
- **Phone**: (+86) (512) 662 006 32
- **Address**: No. 5086 Wuzhong Ave., Suzhou City 215103, China.