



Privacy Policy

Introduction

We respect your privacy and want you to feel comfortable using our website. This policy explains what personal information we collect, how we use it, and how we keep it safe.

We are committed to handling your information in accordance with UK GDPR and the Data Protection Act 2018.

Information we collect – Information you provide directly

When you use our contact form, we collect:

- Name
- Company name
- Phone number
- Email address
- Query type
- Any message you choose to include

We use this information to respond to your enquiry and provide product information.

Technical and Usage Data

We collect anonymous website usage data through Google Analytics 4 (GA4).

This may include:

- Device type
- Browser
- Pages visited
- Time spent on the site
- General location (region-level only)

This data does not identify you personally.

How We Use Your Information

We use your information to:

- Respond to your enquiry
- Provide product information
- Maintain business records
- Improve our website and user experience

Our lawful basis for processing this information is legitimate interest, as we need it to respond to your enquiry and operate our business.

Google Analytics 4

We use Google Analytics to understand how visitors use our site and to improve our content and layout.

GA4 collects anonymous usage data such as:

- Device type
- Browser
- Pages visited
- Time spent on the site
- General location

GA4 does not provide us with personally identifiable information.

Sharing Your Information

We do not sell your personal data. We may share information with trusted service providers who help us operate the website, such as hosting and analytics partners. These providers must keep your data secure and comply with UK GDPR.

We do not share your data with advertisers or marketing platforms.

Data Storage and Security

We take appropriate technical and organisational measures to protect your information from loss, misuse, or unauthorised access.

This includes secure hosting, access controls, and encryption where appropriate.

How Long We Keep Your Information

We keep enquiry information only for as long as necessary to respond and maintain essential business records.

Analytics data is retained according to Google Analytics' standard retention period.

Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request corrections
- Request deletion
- Object to processing
- Request restriction of processing

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

You also have the right to complain to the Information Commissioner's Office (ICO).

Contact Us

If you have questions about this policy or how your data is handled, please contact:

Just Packaging Limited
Unit 1a and 1b
Rhosddu Industrial Estate
Wrexham
LL13 7EU