



Privacy Policy

Last Updated: 16/05/2026

Red Dragon's Vault Ltd ("we", "us", "our") is committed to protecting your privacy and handling your personal data transparently and securely.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our website, make purchases, create an account, book events, or interact with us in-store or online.

1. Who We Are

Data Controller:
Jon Williams, Chief Information Officer
Red Dragon's Vault Ltd

Registered Address:
5 Rhosddu Road
Queens Square
Wrexham
LL11 1AT
United Kingdom

Privacy Contact Email:
hello@reddragonsvault.com

If you have any questions about this Privacy Policy or wish to exercise your data rights, please contact us using the details above.

2. What Personal Data We Collect

We may collect the following information:

Account Information

- Full name
- Billing and shipping address
- Email address
- Telephone number
- Account login details

Order Information

- Products purchased
- Order history
- Payment method (excluding full card details)
- Delivery preferences
- Click & Collect details

Event Information

- Event bookings
- Tournament registrations
- Attendance history
- Purchase of event tickets

Payment Information

Payments are securely processed through third-party payment providers including PayPal, card processors, Apple Pay, and Google Pay. We do not store full payment card details.

Technical Information

- IP address
- Browser type
- Device information
- Website usage data
- Cookies and session information

3. How We Use Your Data

We use your personal data to:

- Process orders and payments
- Deliver products within the UK
- Manage Click & Collect orders
- Process preorders
- Manage event bookings and attendance
- Provide customer support
- Manage your customer account
- Prevent fraud and abuse
- Comply with legal and tax obligations
- Improve website performance and customer experience

We only use your data where we have a lawful basis to do so.

4. Legal Basis for Processing

Under UK GDPR, we process your data under the following lawful bases:

Contract

- To fulfil your orders, provide services, and manage bookings.

Legal Obligation

- To comply with accounting, tax, and legal requirements.

Legitimate Interests

- To operate and improve our business, prevent fraud, and protect store operations.

Consent

- Where required for cookies or optional marketing communications.

5. Sharing Your Data

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

- Payment providers (PayPal, card processors)
- Delivery providers and couriers
- Website hosting providers
- WooCommerce and connected ecommerce systems
- Payment gateway providers
- Event management systems where applicable
- Professional advisers, accountants, and legal professionals where required

We do not sell your personal data.

6. International Transfers

We primarily operate within the United Kingdom.

Where third-party providers process data outside the UK, we ensure appropriate safeguards are in place in accordance with UK GDPR.

7. Data Retention

We retain your personal data only for as long as necessary.

This may include:

- Order records for accounting and tax purposes
- Customer account information while your account remains active
- Event booking records where operationally required
- Fraud prevention records where necessary

When no longer required, data is securely deleted or anonymised.

8. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict processing
- Object to certain processing
- Request data portability
- Withdraw consent where consent applies
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise these rights, contact:

hello@reddragonsvault.com

9. Cookies

Our website uses cookies to:

- Keep your cart and checkout functioning
- Manage login sessions
- Improve website performance
- Support payment processing
- Analyse site usage

You can manage cookie preferences through your browser settings.

A separate Cookie Policy may also apply.

10. Security

We take reasonable technical and organisational measures to protect your personal data from loss, misuse, unauthorised access, disclosure, or alteration.

This includes secure payment systems, account protection, and controlled access to customer information.

11. Children

Our website and services are intended for users aged 18 and over.

We do not knowingly collect personal data from children under 18 without appropriate consent or lawful basis.

12. Changes to This Policy

We may update this Privacy Policy from time to time.

The latest version will always be available on our website and the “Last Updated” date will be revised accordingly.

13. Contact Us

For privacy-related questions or requests:

Jon Williams
Chief Information Officer
Red Dragon's Vault Ltd

Email: hello@reddragonsvault.com

Address:
5 Rhosddu Road
Queens Square
Wrexham
LL11 1AT
United Kingdom