

Privacy Policy

Updated 1 September 2026

At The Reform Grips, we respect your privacy and want you to understand how we handle your personal information. This Privacy Policy explains what information we collect, why we use it, who we may share it with, how long we keep it, and the rights available to you when you visit our website, contact us, upload artwork, request a quotation, or place an order.



Who We Are

The Reform Grips operates www.thereformgrips.com and is responsible for the personal information described in this policy (the “data controller”).

The Reform Grips is registered in the Netherlands with the Dutch Chamber of Commerce (KvK), registration no. 96932252.

Privacy contact: hello@thereformgrips.com

Information We Collect

Depending on how you use our website or interact with us, we may collect the following categories of personal information:

- **Contact details**, such as your name, email address, phone number, shipping address, and billing address.
- **Order and transaction details**, such as the products you purchase, quantities, delivery information, invoice details, and payment confirmation.
- **Payment-related information**. Payments are handled by third-party payment providers; we do not store your full card details.
- **Inquiry and communication information**, including the details you provide when you contact us, request a quotation, ask for support, or communicate with us about an order.
- **Technical information** that your browser or our hosting infrastructure may provide automatically, such as your IP address, browser type, device information, and basic request or security log data.
- **Essential local-storage data** used to keep website features working, such as remembering your selected language.

- **Artwork and production files** you send or upload, such as logos, patterns, graphics, labels, or other customisation files. Depending on their contents, these files may themselves contain personal information.

How We Collect Information

- Directly from you when you complete a form, request a quotation, provide billing or delivery details, place an order, upload artwork, or contact us.
- Automatically through the website and its technical infrastructure when your browser connects to our website or to third-party resources used by the site.
- From service providers involved in an order or transaction, for example payment, delivery, hosting, email, or security providers, where this is necessary to provide the service or operate the website.

How We Use Your Information and Our Legal Bases

Where the General Data Protection Regulation (GDPR) or similar data-protection laws apply, we use personal information only when we have a lawful basis. The main purposes and legal bases are set out below.

PURPOSE	INFORMATION TYPICALLY INVOLVED	LEGAL BASIS
Responding to enquiries and preparing quotations	Contact details, inquiry content, product requirements, and artwork where relevant.	Steps requested before entering into a contract; legitimate interests for general business enquiries.
Processing, producing, and delivering orders	Contact details, order details, delivery information, and artwork or production files.	Performance of a contract.
Payments, invoices, accounting, and tax records	Billing details, order details, payment confirmation, and invoice information.	Performance of a contract and compliance with legal obligations.
Customer service and order communications	Contact details, order information, and communications.	Performance of a contract and, where appropriate, legitimate interests in providing effective customer service.
Website operation, security, and fraud prevention	Technical data, request or security logs, and form information where necessary.	Legitimate interests in operating a secure website, preventing misuse, and protecting our business and customers.
Essential website preferences	Essential local-storage information, such as language preference.	Legitimate interests in providing functional website features; where another legal basis is required, we will apply it.
Displaying Instagram content	Technical request information such as IP address and browser information when Instagram-hosted content is loaded.	Legitimate interests in presenting our business and product content, balanced against visitor privacy.

PURPOSE	INFORMATION TYPICALLY INVOLVED	LEGAL BASIS
Legal compliance and the establishment, exercise, or defence of claims	Relevant customer, order, transaction, and communication records.	Legal obligation and/or legitimate interests, depending on the circumstances.

Legitimate interests. Where we rely on legitimate interests, we consider whether our business need is proportionate and whether your privacy rights and interests should take priority.

Information We Need From You

Some information is necessary for us to provide the service you request. For example, we may need contact details to respond to an enquiry, billing information to issue an invoice, delivery details to send an order, or production information and artwork to manufacture a custom product. If you do not provide information that is necessary for these purposes, we may be unable to provide a quotation, process or fulfil an order, issue an invoice, or arrange delivery. Information that is not required for the relevant purpose is optional.

Sharing Your Information

We do not sell your personal information. We may share information only where necessary with trusted service providers or other recipients that help us operate our business, including:

- Payment processors.
- Delivery and shipping partners.
- Website hosting and ecommerce platforms.
- Spam-protection, fraud-prevention, and security providers that help us keep our website and forms safe.
- Email service providers that help us send order updates and respond to messages.
- Professional advisers, regulators, courts, law-enforcement bodies, or other authorities where disclosure is required or permitted by law.

Service providers should receive only the information reasonably necessary to perform the relevant service. Some providers act under their own legal responsibilities as independent controllers; others process information on our behalf.

Cookies & Local Storage

This website does not use cookies. We use your browser's local storage where needed to keep the website working and remember basic preferences, such as your selected language. We do not use advertising cookies or build behavioural advertising profiles about you.

We also measure page visits so we can see which parts of the website are useful. This measurement sets no cookies, records no personal data, and does not follow you to other websites, so we do not ask you to agree to it.

We do not intentionally use third-party tracking for behavioural advertising. However, some third-party resources may receive technical request information when your browser connects

to them. The Instagram section below explains one such connection.

You can clear this storage at any time through your browser settings. Blocking essential storage may affect how some website features work.

Your Artwork and Uploads

Files you send or upload — such as logos, patterns, graphics, and label artwork — may be stored with our hosting or technical service providers so that we can attach them to your request, prepare a quotation, produce your order, provide customer service, and support repeat orders.

We keep artwork only for as long as there is a reasonable business or legal need, taking into account quotation and production requirements, repeat-order support, customer service, and potential disputes. You may ask us to delete your files using the contact details below. We may need to retain a file or related record where necessary to meet a legal obligation, perform an existing contract, or establish, exercise, or defend legal claims.

Content from Instagram

Our home page displays content from our Instagram account. Where images or other content load directly from Instagram-controlled servers, your browser connects to Instagram and may transmit technical information such as your IP address, browser information, and request data to Instagram/Meta. We do not receive your Instagram profile information in return merely because this content is displayed, and we do not use this connection to build an advertising profile about you.

Instagram/Meta processes information under its own privacy terms. If the website implementation changes so that Instagram content is hosted locally instead, the technical data flow described above may no longer apply.

International Data Transfers

Some service providers may store or process personal information outside the Netherlands or the European Economic Area (EEA). Where personal information is transferred to a country outside the EEA and data-protection law requires safeguards, we take appropriate steps to use a lawful transfer mechanism. Depending on the destination and provider, this may include a European Commission adequacy decision, Standard Contractual Clauses, or another legally recognised safeguard.

You may contact us if you would like more information about the safeguards that apply to a particular international transfer, including how to obtain information about or a copy of relevant safeguards where applicable.

Keeping Your Information Safe

We use reasonable technical and organisational measures designed to protect personal information against accidental loss, unauthorised access, misuse, alteration, or disclosure. These measures may include access controls, secure hosting and transmission methods where

appropriate, and limiting access to people or providers that need the information for legitimate business purposes.

No website, online service, or method of electronic transmission can be guaranteed to be completely secure. We therefore cannot promise absolute security, but we take privacy and security into account when operating our systems and selecting service providers.

How Long We Keep Your Information

We keep personal information only for as long as necessary for the purpose for which it was collected, including contractual, customer-service, security, accounting, tax, and legal requirements. Where an exact period is not fixed, we use the criteria below to decide how long the information remains necessary.

CATEGORY	RETENTION APPROACH
Invoices and accounting/tax records	Generally kept for seven years where required by Dutch record-keeping and tax rules.
Enquiries and quotations	Kept for as long as needed to respond, prepare or follow up a quotation, and for a reasonable period afterwards where needed for customer service, record-keeping, or potential disputes.
Orders and customer-service records	Kept for as long as needed to fulfil and administer the order, support the customer, meet warranty or dispute requirements, comply with legal obligations, and establish or defend legal claims.
Artwork and production files	Kept while reasonably needed for quotation, production, repeat orders, production consistency, customer service, or disputes, subject to deletion requests and any legal or contractual reason requiring continued retention.
Technical and security information	Kept for as long as reasonably needed for website operation, troubleshooting, fraud prevention, security, and incident investigation.

When information is no longer needed, we delete it or anonymise it where reasonably possible.

Your Privacy Rights

Depending on where you live and the circumstances of the processing, you may have rights over your personal information. Under the GDPR, these may include:

- **Access** — to ask whether we process your personal information and request a copy of it.
- **Rectification** — to ask us to correct inaccurate or incomplete information.
- **Erasure** — to ask us to delete personal information where the legal conditions for deletion are met.
- **Restriction** — to ask us to limit how personal information is used in certain circumstances.
- **Objection** — to object to processing based on legitimate interests in certain circumstances, and to object at any time to direct marketing if we carry it out.

- **Data portability** — where the legal conditions apply, to receive personal information you provided to us in a structured, commonly used and machine-readable format and, where technically feasible, have it transmitted to another controller.
- **Withdrawal of consent** — where we rely on your consent for a particular processing activity, to withdraw that consent at any time without affecting processing that was lawful before withdrawal.
- **Complaint** — to lodge a complaint with a competent data-protection supervisory authority.

These rights are subject to the conditions and exceptions in applicable law. We may need to verify your identity before acting on a request. To exercise a right, contact us using the details at the end of this policy, and we will respond in accordance with applicable law.

Complaints and Supervisory Authority

If you have a concern about how we handle your personal information, we encourage you to contact us first so that we can try to resolve it. If you are in the EEA, you also have the right to lodge a complaint with the data-protection supervisory authority in your country.

In the Netherlands, the supervisory authority is the Autoriteit Persoonsgegevens. You can find information about its complaints process at www.autoriteitpersoonsgegevens.nl.

Automated Decision-Making and Profiling

We do not use personal information to make decisions based solely on automated processing that produce legal effects or similarly significant effects for you. We also do not use your information to create behavioural advertising profiles.

Children's Privacy

Our website and products are not directed at children, and we do not knowingly seek to collect personal information from children through the website. If we become aware that we have collected personal information from a child in circumstances where we should not have done so, we will take appropriate steps to delete it.

Third-Party Links

Our website may contain links to third-party websites or services. We are not responsible for how those third parties collect, use, or protect personal information. We recommend reviewing the privacy information provided by the relevant third party before submitting personal information to it.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time, for example if our business processes, website features, service providers, or legal requirements change. When we make changes, we will publish the revised version on our website and update the date shown at the top of the policy.

Contact Us

If you have questions about this Privacy Policy, want more information about how we handle personal information, or wish to exercise a privacy right, contact us at:

The Reform Grips

Email: hello@thereformgrips.com

Website: www.thereformgrips.com

KvK: 96932252