PBC Darts Store Ltd

Privacy notice

Last updated September 2026

What personal information we collect, why we need it, who we share it with, and your rights.

At a glance

- PBC Darts Store Ltd is responsible for your personal information.
- We only collect what we need to take orders, answer enquiries, run the Youth Academy and events, and keep the website secure.
- Payments are handled by Stripe. We never see or store your full card details.
- We don't sell your information, and we only send marketing emails if you've asked for them.
- The website doesn't use advertising or tracking cookies.
- You can ask to see, correct or delete your information at any time.
- If you're unhappy with how we've handled your information, you can complain to the Information Commissioner's Office (ICO).

Who we are

PBC Darts Store Ltd, trading as PBC Darts, is the controller of your personal information. This means we decide how it's used and are responsible for looking after it.

Contact us about anything in this notice at pbcdartsstore@outlook.com, on 01202 029355, or by post at PBC Darts Store Ltd, 820 Wimborne Road, Moordown, Bournemouth, Dorset BH9 2DT.

What we collect and why

When you place an order

We collect your name, email address, phone number, delivery and billing addresses, what you ordered and whether payment went through. We use this to process and deliver your order, handle returns and refunds, and keep our business records.

We rely on the contract with you to process your order, and on our legal obligation to keep accounting records.

When you contact us

If you use the contact form, email, phone or message us on social media, we collect your name, contact details and what you tell us, so we can reply. We rely on our legitimate interest in answering enquiries, or on our contract with you if it's about an order.

The PBC Darts Youth Academy

When a child joins the academy, we ask a parent or guardian for the child's name and age, the parent or guardian's name and contact details, an emergency contact, and any medical or support needs they choose to tell us about. We use this to run sessions safely and to contact the right person if something happens.

We rely on our legitimate interest in running the academy safely. We only hold medical or support information with the parent or guardian's explicit consent, or where it's needed to protect a child in an emergency. Only the people running sessions can see it.

Events and competitions

If you enter an event we run, we collect your name and contact details to organise it and let you know about any changes. Entries for ADC Vault events are handled by the Amateur Darts Circuit through Darts Atlas, which use your information under their own privacy notices.

Photos and videos

We sometimes take photos and videos in the shop and at events, such as players hitting a 180, and share them on our website and social media. We ask before we take or share a photo of you, and we ask a parent or guardian for anyone under 18. You can ask us to remove a photo of you at any time.

Marketing

We only send marketing emails or messages if you've asked to receive them. You can unsubscribe at any time using the link in the email or by contacting us. We rely on your consent.

When you use our website

Our website is hosted by Cloudflare, which processes technical information such as your IP address, browser type and the pages you request. This is needed to deliver the website and protect it from attacks and spam. Your basket is saved in your own browser and isn't sent to us until you check out. We rely on our legitimate interest in running a secure website. See our cookie policy for more.

Who we share it with

We share your information only where needed, with:

- **Stripe**, which processes card, Apple Pay and Google Pay payments. Stripe handles your card details and we never see or store them.
- **Cloudflare**, which hosts and protects our website and checks contact form messages for spam.
- **Resend**, which delivers messages from our contact form to our inbox.
- **Microsoft**, which provides our email.
- **Delivery couriers**, who receive your name, delivery address and phone number to deliver your order.
- **Our accountant and HMRC**, where needed for tax and accounting.
- **The police, courts or regulators**, only where the law requires it.

We never sell your personal information.

Information stored outside the UK

Some of our providers, including Stripe, Cloudflare, Resend and Microsoft, may process information outside the UK, for example in the United States. Where they do, it's protected by UK adequacy regulations or by contracts approved under UK data protection law.

How long we keep it

- **Orders and financial records:** 6 years from the end of the financial year they relate to, as tax law requires.
- **Enquiries:** up to 12 months after we last hear from you, unless they become part of an order.
- **Youth Academy records:** while the child attends and for 12 months afterwards. Medical and support information is deleted when the child leaves.
- **Photos and videos:** until you ask us to remove them.
- **Marketing:** until you unsubscribe.

Keeping it safe

We limit who can access personal information, use providers with strong security, and our website uses an encrypted connection. No system is completely secure, but we take reasonable steps to protect your information and will tell you and the ICO if a serious breach affects you.

Children

Online orders must be placed by an adult. Information about children in the Youth Academy is provided by their parent or guardian.

Your rights

You have the right to:

- ask for a copy of the information we hold about you
- ask us to correct information that's wrong or incomplete
- ask us to delete your information
- ask us to limit how we use your information
- object to us using your information based on our legitimate interests
- ask for your information in a format you can take to another organisation
- withdraw consent at any time, where we rely on it

To use any of these rights, contact us. It's free, and we'll respond within one month. We may ask you to confirm your identity first. Some rights have limits, for example we must keep order records for tax purposes.

Complaints

If you're unhappy with how we've handled your information, please contact us first so we can try to put it right. You can also complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or on 0303 123 1113.

Changes to this notice

We'll update this notice if how we use personal information changes. The date at the top shows when it was last updated.