

Privacy Policy

Last updated: October 2025

Bespoke Auctions Ltd ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal data when you interact with us, visit our websites, or take part in our auctions.

By using our websites or registering to bid, you agree to the terms of this Privacy Policy.

1. Who We Are

Bespoke Auctions Ltd

Registered office: The Old Coach House, Horse Fair, Rugeley, Staffordshire, WS15 2EL

Trading address: Avondale Self Storage, Hinton Road, Childswickham, Worcestershire, WR12 7HZ

Company number: 04046994

VAT number: 986704080

Contact email: <mailto:admin@bespokeauctions.co.uk>

Our websites include:

- <https://bespokeauctions.co.uk>
- <https://bidlive.bespokeauctions.co.uk>

We are the data controller responsible for your personal data under UK data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. What Data We Collect

We collect and process personal information that is necessary for us to operate our business and provide auction services. This includes:

- Identity Data: your name, title, date of birth (if applicable), and username.
- Contact Data: billing address, delivery address, email address, and telephone numbers.
- Financial Data: payment details, such as card details or bank account information (processed securely via third-party providers).
- Transaction Data: details about payments to and from you, and purchases or bids you make.
- Technical Data: IP address, browser type and version, time zone setting, operating system, and other technical information collected via cookies or analytics.
- Marketing and Communications Data: your preferences in receiving marketing communications from us.

3. How We Collect Your Data

We collect personal data in several ways:

- When you register to bid or sell with us (online, in person, or via telephone).
- When you contact us by phone, email, or through our websites.
- When you use our online bidding platforms, including our own platform and third-party sites such as The Saleroom.
- Through cookies and tracking tools, including Google Analytics and the Meta Pixel (Facebook and Instagram), when you browse our websites.

4. How We Use Your Data

We use your personal information for the following purposes:

- To register you as a buyer or seller.
- To process bids, payments, and deliveries.
- To manage your account and provide customer service.

- To communicate with you regarding upcoming sales, auctions, and items of interest.
- To send newsletters and marketing materials (you agree to receive these when accepting our Terms & Conditions, though you can unsubscribe at any time).
- To deliver and measure the effectiveness of digital advertising campaigns, including retargeting on Facebook and Instagram.
- To comply with legal obligations, including anti-money-laundering checks where required.
- To improve our website, services, and user experience.

5. Legal Basis for Processing

We rely on the following legal grounds under UK GDPR:

- Contractual necessity: to fulfil our obligations to you when you register, bid, or sell with us.
- Legitimate interests: to operate and improve our business and maintain customer relationships.
- Legal obligations: to comply with financial, tax, or anti-fraud regulations.
- Consent: for marketing emails, cookies, and retargeting advertising (which you may withdraw at any time).

6. Sharing Your Data

We only share your personal data where necessary and appropriate, including:

- The Saleroom (ATG Media) – for participation in our online auctions.
- Mailchimp – to send newsletters and marketing emails.
- HubSpot – for customer relationship management and communications.
- Meta (Facebook and Instagram) – for advertising and retargeting using the Meta Pixel and Custom Audiences. We may share limited, encrypted data (such as your email address) with Meta to help show relevant ads. Meta may use this information in accordance with its Data Policy (<https://www.facebook.com/policy.php>).
- Payment processors and banks – for secure handling of financial transactions.
- Delivery couriers or logistics providers – for shipping purchased items.
- Professional advisors and legal authorities – where required by law or regulation.

We do not sell your personal information to third parties.

7. Cookies and Analytics

We use cookies and similar technologies to enhance your browsing experience and analyse site performance.

This includes Google Analytics, Meta Pixel, and other tracking tools that help us understand visitor behaviour and advertising performance.

You can manage or disable cookies through your browser settings. For more information, see our Cookie Policy (<https://bespokeauctions.co.uk/cookie-policy>).

8. International Transfers

While we are based in the UK, we may occasionally transfer data outside the UK (for example, through Mailchimp, HubSpot, or Meta).

In such cases, we ensure your data is protected under approved safeguards, such as UK adequacy decisions or standard contractual clauses.

9. Data Retention

We retain personal data only as long as necessary for the purposes described above, including to comply with legal and accounting requirements.

Typically:

- Customer and transaction data are retained for up to 7 years for tax and legal purposes.
- Marketing data is kept until you unsubscribe or request deletion.

10. Your Rights

Under UK data protection law, you have the right to:

- Request access to your personal data.
- Request correction of inaccurate or incomplete data.
- Request deletion of your data ("right to be forgotten").
- Object to or restrict processing in certain circumstances.
- Withdraw consent for marketing communications at any time.

To exercise these rights, please contact us at admin@bespokeauctions.co.uk.

11. Data Security

We have implemented appropriate technical and organisational measures to protect your personal data from loss, misuse, unauthorised access, or disclosure.

However, please note that no method of online transmission or storage is completely secure, and we cannot guarantee absolute security.

12. Updates to This Policy

We may update this Privacy Policy periodically. Any changes will be posted on this page with a revised "Last updated" date.

We encourage you to review this Policy regularly to stay informed about how we handle your information.

13. Contact Us

If you have any questions, concerns, or complaints about this Privacy Policy or how your data is handled, please contact us at:

Bespoke Auctions Ltd

Email: admin@bespokeauctions.co.uk

Registered office: The Old Coach House, Horse Fair, Rugeley, Staffordshire, WS15 2EL

Trading address: British Bespoke Auctions Offices, Avondale Self Storage, Hinton Road, Childswickham, WR12 7HZ

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

<https://www.ico.org.uk>

Cookie Policy

Last updated: October 2025

This Cookie Policy explains how Bespoke Auctions Ltd ("we", "us", "our") uses cookies and similar technologies on our websites:

- <https://bespokeauctions.co.uk>
- <https://bidlive.bespokeauctions.co.uk>

By using our websites, you agree that we may store and access cookies on your device in accordance with this Policy.

1. What Are Cookies?

Cookies are small text files placed on your device (computer, tablet, or mobile) when you visit a website. They help websites work efficiently and provide information to the site owners.

Cookies can be essential (required for the site to function) or non-essential (used for analytics, marketing, or preferences).

2. How We Use Cookies

We use cookies to:

- Enable you to log in and register to bid or sell.
- Improve website functionality and user experience.
- Analyse site traffic and visitor behaviour through Google Analytics.
- Measure and improve advertising effectiveness through the Meta Pixel (Facebook and Instagram).
- Remember your preferences, such as language and login details.
- Deliver marketing and advertising that may be of interest to you.

3. Types of Cookies We Use

- **Strictly Necessary Cookies** - Purpose: Required for the website to function. Without these, you may not be able to use key features such as registration or login. Example: Session cookies, security tokens.
- **Performance & Analytics Cookies** - Purpose: Help us understand how visitors use our websites so we can improve them. Example: Google Analytics
- **Functionality Cookies** - Purpose: Allow us to remember your preferences and settings. Example: Language or region settings
- **Marketing & Advertising Cookies** - Purpose: Used to deliver relevant advertising or limit the number of times you see an ad. Example: Meta Pixel, Mailchimp tracking cookies, HubSpot analytics

4. Third-Party Cookies

Some cookies are set by third parties that provide services to us, such as:

- Google Analytics – to collect anonymous information about how visitors use our site.
- Mailchimp – to track newsletter engagement and measure performance.
- HubSpot – for customer engagement and site analytics.
- Meta (Facebook and Instagram) – to measure website activity and deliver relevant advertisements on Facebook and Instagram.
- The Saleroom (ATG Media) – when bidding or registering through their platform.

These third parties may use cookies according to their own privacy policies.

5. Managing Cookies

You can control and manage cookies in your browser settings.

Most browsers allow you to:

- Delete existing cookies.
- Block all or some cookies.
- Set preferences for certain websites.

Please note: disabling cookies may affect how our website functions and could prevent you from registering or bidding online.

To opt out of Google Analytics tracking, visit:

<https://tools.google.com/dlpage/gaoptout>

To manage your Meta advertising preferences, visit:

<https://www.facebook.com/adpreferences>

6. Updates to This Policy

We may update this Cookie Policy from time to time. Any changes will be posted on this page with a revised "Last updated" date.

7. Contact Us

If you have any questions about our use of cookies, please contact us at:

Email: admin@bespokeauctions.co.uk

Address: British Bespoke Auctions Offices, Avondale Self Storage, Hinton Road, Childswickham, WR12 7HZ