

SMOKEY ROBINSON

Official Website
smokeyrobinson.com

PRIVACY POLICY

Last updated: March 2026

1. About This Policy

Smokey Robinson LLC ("we", "us", or "our") operates the official Smokey Robinson website at smokeyrobinson.com (the "Website"), including the WooCommerce online store through which merchandise and music products are sold globally.

This Privacy Policy explains what personal data we collect, why we collect it, how we use and protect it, and your rights in relation to it. We are committed to handling your information transparently and responsibly.

Please read this policy carefully. By using this Website or purchasing from our store, you acknowledge that you have read and understood how we handle your personal data.

If you have any questions, please contact us at legal@smokeyrobinson.com.

2. Who We Are (Data Controller)

The data controller for personal information collected via this Website is:

Smokey Robinson LLC

Email: legal@smokeyrobinson.com

Website: <https://smokeyrobinson.com>

Where we engage third-party service providers to process data on our behalf (for example, payment processors or email marketing platforms), they act as data processors and are contractually required to handle your data only as we instruct, and in compliance with applicable law.

3. What Personal Data We Collect

3.1 Data You Provide Directly

Account and checkout information: When you purchase from our store, we collect your name, billing address, shipping address, email address, phone number, and order details. Payment card data is handled exclusively by our payment processor and is never stored on our servers.

Email newsletter subscription: If you sign up to the Smokey Robinson mailing list via our Mailchimp-powered form, we collect your email address and, optionally, your name. Subscription is voluntary and you may unsubscribe at any time.

Contact and enquiry forms: If you contact us via any form on the Website, we collect the details you provide, such as your name, email address, and message content.

3.2 Data Collected Automatically

Usage and analytics data: We use Google Analytics to collect anonymised information about how visitors interact with the Website, including pages visited, time on site, browser type, device type, approximate geographic location (country/city level), and referral source. This data is aggregated and does not identify you personally.

Marketing and tracking data: We use the Meta (Facebook) Pixel to measure the effectiveness of our advertising campaigns on Facebook and Instagram. This may collect data about your interactions with our Website and link it to your Facebook profile if you are logged into Facebook.

Cookies and similar technologies: We use cookies to maintain your session, remember cart contents, and support analytics and marketing. For full details, please see our Cookies Policy at smokeyrobinson.com/cookies-policy.

Server and hosting logs: Our hosting provider (Hostinger) may automatically collect technical data such as IP addresses, request timestamps, and error logs as part of standard server operation. This data is used for security and infrastructure purposes.

3.3 Data from Third Parties

We may receive limited information about you from third-party platforms if you interact with our official social media accounts on Facebook, Instagram, TikTok, Twitter/X, YouTube, or Spotify, or if you access the Website via a link shared on those platforms. This is subject to those platforms' own privacy policies.

4. Why We Use Your Personal Data (Legal Bases)

We only process your personal data where we have a lawful basis for doing so. The following table sets out our purposes and the legal basis we rely on for each:

Processing your order: We use your name, contact details, and delivery address to fulfil your purchase, arrange shipping, send order confirmations, and handle any post-sale queries. Legal basis: performance of a contract.

Payment processing: Your payment details are passed securely to our payment processor to authorise and complete transactions. Legal basis: performance of a contract.

Customer service: We use your contact details and order history to respond to enquiries, process returns or refunds, and resolve any issues. Legal basis: performance of a contract / legitimate interests.

Email marketing: If you have subscribed to our mailing list, we send news, tour announcements, new music alerts, and store promotions. Legal basis: consent. You can unsubscribe at any time via the link in any email.

Website analytics: We analyse aggregated usage data to understand how visitors use the Website and improve its content and performance. Legal basis: legitimate interests (improving our service).

Advertising: We use Meta Pixel data to measure ad campaign performance and, where you have consented, to serve relevant adverts on Facebook and Instagram. Legal basis: consent (where required) / legitimate interests.

Legal compliance: We may process and retain certain data to comply with legal obligations, including tax, accounting, and consumer law requirements. Legal basis: legal obligation.

Security and fraud prevention: We use technical data to detect and prevent fraudulent transactions and protect the Website. Legal basis: legitimate interests.

5. Who We Share Your Data With

We do not sell, rent, or trade your personal data. We share it only where necessary to operate the Website and store, with the following categories of trusted third parties:

Payment processors: Your payment information is processed securely by our payment gateway provider(s) (such as Stripe or PayPal). They are independently PCI-DSS compliant and do not retain your full card details.

Shipping and fulfilment providers: Your name and delivery address are shared with fulfilment partners and courier services in order to ship your order. For international orders, your details may be shared with customs authorities as required by law.

Email marketing platform (Mailchimp): If you subscribe to our mailing list, your email address is stored and processed by Mailchimp (The Rocket Science Group LLC), who provide our email marketing infrastructure. Mailchimp operates under standard contractual clauses for international data transfers.

Analytics providers: Aggregated usage data is processed by Google LLC via Google Analytics. Google may transfer this data to servers in the United States under the EU-U.S. Data Privacy Framework.

Advertising platforms: The Meta Pixel shares interaction data with Meta Platforms, Inc. (Facebook/Instagram) for advertising measurement and targeting purposes, subject to your consent preferences.

Website infrastructure: This Website is hosted by Hostinger International Ltd. on servers within the European Economic Area. Hostinger acts as a data processor under a data processing agreement.

Legal and regulatory authorities: We may disclose your information to law enforcement, regulatory bodies, or courts where required to do so by law, or to protect the legal rights of Smokey Robinson LLC.

All third-party processors are subject to contractual obligations to protect your data and to process it only as instructed by us.

6. International Data Transfers

Our store ships internationally and our Website is accessed by visitors worldwide. Some of the third-party services we use — including Google (Analytics), Meta (Pixel), and Mailchimp — are based in the United States and may process your data there.

Where personal data is transferred outside the United Kingdom or European Economic Area, we ensure appropriate safeguards are in place, including:

- Standard Contractual Clauses (SCCs) approved by the relevant authority
- Transfers to organisations covered by adequacy decisions (e.g. under the UK-US Data Bridge or EU-U.S. Data Privacy Framework)
- Other legally recognised transfer mechanisms as applicable

For international orders, your name, delivery address, and order contents may be disclosed to customs and border authorities in the destination country as required by applicable import regulations.

7. How Long We Keep Your Data

Order records: We retain purchase records (name, address, order details) for up to 7 years to comply with tax and accounting obligations. Payment card data is not retained by us.

Customer service communications: Records of correspondence related to orders or complaints are retained for up to 3 years from resolution.

Email marketing: We retain your email address on our mailing list for as long as you remain subscribed. You can unsubscribe at any time and your data will be removed from active marketing lists promptly.

Analytics data: Aggregated analytics data is retained within Google Analytics for up to 26 months, after which it is automatically deleted.

Cookie and tracking data: Please refer to our Cookies Policy for specific retention periods.

When data is no longer required for the purpose it was collected and there is no legal obligation to retain it, we securely delete or anonymise it.

8. Your Privacy Rights

Depending on your location, you may have some or all of the following rights in relation to your personal data:

Right of access: You can request a copy of the personal data we hold about you.

Right to rectification: You can ask us to correct any inaccurate or incomplete data.

Right to erasure: You can ask us to delete your data where there is no compelling reason for us to continue processing it (subject to legal retention obligations).

Right to restrict processing: You can ask us to pause processing of your data in certain circumstances.

Right to data portability: Where processing is based on your consent or a contract, you can ask us to provide your data in a machine-readable format.

Right to object: You can object to processing based on legitimate interests, including for direct marketing purposes.

Right to withdraw consent: Where processing is based on your consent (e.g. email marketing, certain cookies), you can withdraw it at any time without affecting the lawfulness of prior processing.

Rights under US state laws: If you are a resident of California or another US state with applicable privacy legislation (including CCPA/CPRA), you may have additional rights including the right to know what personal information is sold or disclosed and the right to opt out of the sale of personal information. We do not sell personal information.

To exercise any of these rights, please contact us at legal@smokeyrobinson.com. We will respond within 30 days. We may need to verify your identity before fulfilling a request.

If you are based in the UK or EU and are unhappy with how we have handled your data, you have the right to lodge a complaint with the relevant supervisory authority — in the UK, this is the Information Commissioner's Office (ICO) at ico.org.uk.

9. Children's Privacy

This Website is not directed at children under the age of 13, and we do not knowingly collect personal data from anyone under 13. If you believe a child has provided us with personal data without appropriate consent, please contact us at legal@smokeyrobinson.com and we will take steps to delete it promptly.

10. How We Protect Your Data

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, alteration, or disclosure. These include:

- SSL/TLS encryption on all pages of the Website (HTTPS)
- Payment processing handled exclusively by PCI-DSS compliant third-party processors — card data never touches our servers
- WordPress security best practices including regular updates, strong authentication, and limited admin access
- Hostinger's infrastructure-level security including firewalls and DDoS protection

While we take these precautions seriously, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security, but we are committed to responding quickly to any breach and notifying affected individuals where required by law.

11. Links to Third-Party Websites

This Website contains links to external sites including social media platforms, streaming services (Spotify, Apple Music, SiriusXM), and partner websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before providing any personal data.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or applicable law. The date at the top of this page indicates when it was last revised. For significant changes, we will place a notice on the Website or notify mailing list subscribers where appropriate.

We encourage you to review this page periodically to stay informed about how we protect your information.

13. Contact Us

For any questions, requests, or concerns regarding this Privacy Policy or how we handle your personal data, please contact:

Smokey Robinson LLC — Privacy Enquiries

Email: legal@smokeyrobinson.com

Website: <https://smokeyrobinson.com>

For general enquiries unrelated to privacy, please use info@smokeyrobinson.com.

© 2026 Smokey Robinson LLC. All rights reserved.