

Privacy Policy



This policy provides a concise overview of the personal data processing carried out through the current Laird & Lorn presentation and pre-launch website.

1. Data Controller

The data controller for personal data processed through this website is the operator of Laird & Lorn.

Privacy contact: contact@laird-lorn.com

2. Personal Data Collected

Newsletter: email address.

Partners & Suppliers contact form: name, company / workshop, email address, subject and message.

Only information necessary for the stated purposes is requested.

3. Purposes and Legal Bases

Newsletter: managing subscriptions and sending Laird & Lorn communications. The legal basis is the individual's consent.

Professional enquiries: receiving, reviewing and responding to enquiries from suppliers, workshops, partners and other professionals. The processing is carried out to handle the enquiry and the resulting exchanges.

Information submitted through the professional contact form is not automatically added to the newsletter mailing list.

4. Newsletter and Unsubscription

Newsletter subscriptions must result from a voluntary action by the individual. The email address is kept while the subscription remains active.

Each newsletter communication must provide a simple and free way to unsubscribe. After unsubscribing, the address is removed from the active mailing list.

5. Recipients and Service Providers

Personal data may be accessed by Laird & Lorn and, where necessary for the website to operate, by technical service providers involved in hosting, security, storage or email delivery.

The website may use anti-bot services such as Google reCAPTCHA on certain forms. Where enabled, its operation and associated processing are taken into account in this policy and, where required, in the site's information or consent mechanism.

6. Retention Periods

Newsletter: until the individual unsubscribes, subject to any information that may need to be retained to demonstrate consent or handle legal rights.

Professional enquiries: for the time necessary to process and follow up the enquiry, and thereafter for a limited period where retention is justified by a legal obligation or the protection of Laird & Lorn's rights.

7. Your Rights

Under applicable data protection law, individuals may request access to, correction or deletion of their personal data, as well as restriction of or objection to certain processing. Where processing is based on consent, consent may be withdrawn at any time.

To exercise your rights or ask a question about your personal data: contact@laird-lorn.com.

8. Complaints

If, after contacting Laird & Lorn, you believe that your rights have not been respected, you may lodge a complaint with the French data protection authority (CNIL).

9. Security

Laird & Lorn implements reasonable technical and organizational measures intended to protect personal data against unauthorized access, loss, alteration or disclosure.

This policy is tailored to the current scope of the website: newsletter, professional contact form and technical services required for operation. It should be updated when the online store or new services are introduced.