

Privacy Policy

Last updated: 9 March 2026

This Privacy Policy explains how **Cash4Gold Direct**, a trading name of **Ostra Douro Ltd** (“we”, “us”, “our”), collects, uses and protects your personal data when you visit <https://cash4golddirect.com/> (“Website”) or use our services.

We are committed to protecting your privacy and handling your personal information in accordance with applicable data protection laws, including the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

1. Who We Are

Cash4Gold Direct is a trading name of **Ostra Douro Ltd**, a company operating precious metal purchasing services including the purchase of gold, silver, platinum and palladium through postal and online services.

Data Controller:

Ostra Douro Ltd (trading as Cash4Gold Direct)

Website: <https://cash4golddirect.com/>

Email: info@cash4golddirect.com

Address: **28 Prescott Street, Halifax, West Yorkshire, England, HX1 2LG**

2. Personal Data We Collect

We may collect and process the following types of personal information.

Identity Information

- Full name
- Date of birth (where required)
- Government-issued ID (passport, driving licence, etc.)

Contact Information

- Email address
- Telephone number
- Postal address

Transaction Information

- Details of items sent for valuation
- Transaction history
- Offer and payment records

Payment Information

- Bank account details used for payments

We do **not store full card details** where payments are processed by third-party payment providers.

Identity Verification Information

To comply with fraud prevention and legal obligations we may request:

- Photo identification
- Proof of address
- Uploaded identity verification documents

Technical Information

When you visit our website we may automatically collect:

- IP address
- Browser type
- Device information
- Pages visited and browsing activity

This information may be collected through cookies and analytics services.

3. How We Use Your Personal Data

We use personal data for the following purposes.

Providing Our Services

- Processing requests for postal packs
- Evaluating precious metal items sent to us
- Making purchase offers
- Processing payments

Identity Verification & Fraud Prevention

- Verifying customer identity
- Preventing fraud or unlawful activity
- Complying with Anti-Money Laundering regulations

Customer Support

- Responding to enquiries
- Communicating with customers regarding transactions

Improving Our Website and Services

- Monitoring website performance
- Analysing visitor behaviour

Marketing (Where Consent Is Given)

- Sending promotional offers or service updates

You can opt out of marketing communications at any time.

4. Legal Basis for Processing

Under UK GDPR we process personal data on the following legal bases.

Contractual Necessity

To provide services and complete transactions with customers.

Legal Obligation

To comply with financial regulations, fraud prevention measures and Anti-Money Laundering requirements.

Legitimate Interests

To improve our services and protect our business from fraud or misuse.

Consent

Where you choose to receive marketing communications.

5. Sharing Your Information

We may share personal data with trusted third parties where necessary, including:

- Payment service providers
- Identity verification services
- Fraud prevention services
- Postal or courier providers
- IT and hosting providers

We only share information necessary to provide our services or comply with legal requirements.

We **do not sell personal data** to third parties.

6. Data Retention

We retain personal data only as long as necessary to fulfil the purposes described in this policy.

Typical retention periods may include:

- Transaction and accounting records: **up to 6 years**
 - Identity verification data: retained where required for compliance with Anti-Money Laundering regulations
 - Marketing data: until consent is withdrawn
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7. Data Security

We implement appropriate technical and organisational measures to protect personal data, including:

- Secure servers and encrypted connections
- Restricted access to personal data
- Secure storage of identity documentation

While we take reasonable steps to protect data, no internet transmission can be guaranteed completely secure.

8. Your Data Protection Rights

Under UK GDPR you have the right to:

- Access the personal data we hold about you

- Request correction of inaccurate information
- Request deletion of your data where applicable
- Object to or restrict certain processing
- Withdraw consent for marketing communications

Requests can be made by contacting us using the details below.

9. Cookies

Our website uses cookies and similar technologies to improve user experience and analyse website traffic.

Please see our **Cookie Policy** for more information.

10. Third-Party Links

Our website may contain links to external websites.

We are not responsible for the privacy practices of other websites.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legal requirements or our services.

The updated version will always be published on this page with a revised “Last updated” date.

12. Contact Us

If you have any questions regarding this Privacy Policy or how we process personal data, please contact:

Ostra Douro Ltd
Trading as **Cash4Gold Direct**

Website: <https://cash4golddirect.com/>

Email: info@cash4golddirect.com

Address: **28 Prescott Street, Halifax, West Yorkshire, England, HX1 2LG**

13. Complaints

If you believe your data protection rights have been breached, you may lodge a complaint with the UK supervisory authority:

Information Commissioner's Office

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