

## **Our Privacy Policy**

We are committed to protecting and preserving the privacy of our customers when visiting our website or communicating (electronically or verbally) with us. Please take a moment to familiarise yourself with our Privacy Policy.

Our Privacy Policy explains when and why we collect personal information about people who visit Our website, how we use it, the conditions under which we may disclose it to others and how we store it.

We confirm that we will keep the information on a secure server and that we will comply fully with all applicable UK Data Protection legislation and regulations.

Please let us know if you have any questions regarding this Policy either by email or by telephone.

### **How do we collect information from you?**

We are aware of the importance of handling data safely and securely and understand the procedures we have in place to ensure this happens.

We collect information from you when you make an enquiry about our services either by telephone, text or email.

We also collect information about you when we take a payment from you. This information is required to complete the task in question.

We don't ask you to confirm that you are happy to receive communications from me because we won't send any communications, other than replying to a communication from yourself.

In running and operating our website, we may collect and process certain data and information relating to you and your use of this site. We collect information relating to website users by using cookies (see details below).

If you connect with us via social media i.e. Twitter by 'liking' or 'following' us we may collect information and data such as your name and details you provide when entering a social media competition or poll. Our Privacy Policy applies to all social media activity.

### **What type of information is collected from you?**

The data we collect from you may be classed as 'personal data' – information about an individual who can be identified by it.

The information we may collect about you might include the following;

- your name / name of partner or spouse / name of your children
- your address and postcode
- your email address
- your home telephone number / mobile number
- your demographic information such as interests and preferences
- your date of birth
- your IP address
- your web browser type and version
- your credit or debit card details when making a payment
- any information regarding what pages on Our website are accessed and when

The data we may collect;

- If you contact us, we may keep a record of your email and other correspondence.
- Information that you provide as a result of filling in forms on Our website, such as asking us a question.
- Details of visits to our website and the pages that are accessed, including but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use our website. This may also include the resources that you access, and information about where you are on the internet including the domain type, IP address and URL that you came from. This information is collected and used for our internal research purposes and to improve our customer service and may be sent to third-party processors for the purposes of data analysis, to improve our marketing efforts and for targeting specific services and products.
- If you make a purchase from us via our website, your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions. For example Pay Pal transactions are subject to the Pay Pal Privacy Policy.

Your privacy is important to us and we confirm that we will never release your personal data to any third party for their mailing or marketing purposes.

### **How will we use the data about you?**

We may use your information;

- to provide you with information you have requested from us about our products and services
- for our internal purposes including internal record keeping, statistical purposes, quality control, website performance and evaluation, improvements to products and services.

### **Who has access to your information?**

In order to comply with the Data Protection Act of 1984 and 1998, we follow procedures in the storage and disclosure of information that you have given to us, to prevent unauthorised access, misuse, alteration or loss of information under our control. Our security measure may mean that we will require proof of identity before we are able to disclose information to you.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

**Third Party Service Providers working on Our behalf:** We may pass your information to Our third-party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on Our behalf (for example to process payments i.e. Pay Pal). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we ensure their own Privacy Policies are in place that requires them to keep your information secure and not to use it for their own direct marketing purposes

**Third Party Product Providers** we work in association with could include banks for online banking, Pay Pal etc. When you enquire or make a purchase, the relevant third-party product provider will use your details to provide you with information and carry out their obligations arising from any contracts you have entered into with them. They too will be acting as a data controller of your information and therefore we advise you to read their Privacy Policy. These third-party product providers will share required information about you with us (e.g. your order details) which we will use in accordance with this Privacy Policy.

When you are using our secure online commerce system, your purchase is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions.

When you give us personal information, we take steps to ensure that it's treated securely. Once we receive your information, we make our best effort to ensure its security on our systems.

Whilst we take appropriate measures, both technical and organisational, to safeguard your personal data you provide us, we cannot guarantee that transmissions over the internet are totally secure, therefore the transfer of personal data via the internet is entirely at your own risk.

## **The transfer of your information outside of Europe**

The information which you provide to me may be transferred to countries outside the European Union ("EU"). For example, we may use iContact (based in USA) as a platform for email marketing. Please find their Privacy Policy here <https://www.icontact.com/legal/privacy>. These countries may not have similar data

protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing.

## **Retention of information**

We will hold your personal information on our systems for as long as is necessary to fulfil the purpose for which it was obtained, or as long as is set out in any relevant contract you hold with us.

## **How do we opt out?**

We will not make contact with you unless you have contacted us and we are replying to your communication. We do keep emails to help us if you contact us again in the future. If you wish for your emails to be removed please contact us at our contact address. We will not contact you for marketing purposes by email, phone or text message.

## **Your rights**

Your 'right to be forgotten' and access. You are legally entitled to access, modify, correct, revoke your consent and delete any data we hold relating to you and that you have the legal right to forbid this data being prevented to any third parties. You have the right to ask for a copy of the information we hold about you at any time. Please use the contact details below if you would like to receive a copy. The accuracy of your information is also important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us at our contact address.

## **Use of 'cookies'**

Like many other websites, the website uses cookies. A Cookie is a small file of letters and numbers sent by an organisation which asks permission from your browser to be placed on your hard drive to allow that website to recognise when you visit. We only use this information for statistical analysis purposes. Overall, cookies help me provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives me access to your computer or any information about you, other than the data you choose to share with us. They collect statistical data about your browsing actions and patterns and do not identify you as an individual.

For example, we may use Google Analytics to research user activities on Our website in order to enhance its performance and usability. In the course of conducting this research Google places a First Party session 'cookie' on your browser and collects aggregate information to enable me to see what people view on the website and for how long. The use of cookies enables me to improve our website, deliver effective marketing and offer a more personalised service. You can choose to accept or decline cookies.

It is possible to switch off cookies by adjusting your browser preferences or using a dedicated browser extension.

To find out more about how to manage cookies through your chosen browser go to [www.allaboutcookies.org/manage-cookies/](http://www.allaboutcookies.org/manage-cookies/)

### **Links to other websites**

This privacy Policy applies solely to information and data collected by us. Our website may contain links to other websites run by other organisations over which we have no control, so we encourage you to read the privacy statements on the other websites you visit. We are not responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you were referred to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

### **Those aged 16 or under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

This Privacy Policy is reviewed regularly. We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using Our website, you're agreeing to be bound by this Policy.

This Privacy Policy is kept under review and was last updated in May 2018.