



## **Privacy and Data Protection Policy**

This Privacy and Data Protection Policy sets out how we use your personal information that you provide to us when you use our website, buy products from us or sign up to our mailing list. By using our services you accept and consent to the use and transfer of your personal information in accordance with this policy. We are committed to protecting your privacy and will only use your information as detailed below.

### **Information collected**

In order to use our website and services we need to collect certain personal information from you. The ways in which this information is used is explained in the next section. When you use our services we will collect and use the following kinds of personal data:

- Data that you provide to us when you sign up to our newsletter or use our online website (including names, addresses, email addresses and phone numbers)
- Data that you provide when you use or purchase any of our products or services.
- Records of our contact with you such as email correspondence.
- Data about your computer such as your IP address and use of our site (e.g. pages visited, frequency of visits).
- Payment card information.
- Your image may be recorded on CCTV when you visit our shop.

### **Lawful use of your information**

We will use your personal data detailed above in the following ways:

- To provide our services to you (e.g. processing orders, warranties, payments and enquiries).
- For accounting, managing and auditing our business operations.
- For internal record keeping.
- For customer service (e.g. responding to enquiries, warranty requests, keeping informed on orders).

All of your personal information that we collect is only used for the services it is provided for. Our email newsletter and marketing will only be sent to you if you choose to register to our mailing list yourself.

We will only keep your personal data for as long as is necessary, based on our legal requirements and for the purpose for which it was collected. At the end of that retention period, your data will either be deleted completely or anonymised. All paper copies containing any personal information are shredded. You have the right to request for us to remove all of your personal information that we may carry at any time.

Our use of your data for the above purposes may sometimes require us to pass on the information to **third parties**:

- Companies and other persons who help us provide our services (e.g. parcel couriers, e-marketing support).
- When you buy certain products with us (such as a machine or Horn furniture), your details will also be passed onto the providers (e.g. Brother, Janome, Horn) themselves. This information will be used for delivery and warranty of these items, and details of these companies' privacy policies can also be found on their individual websites.
- Payment systems for processing transactions, both online through Paypal, and in store when paying by card.
- In the event that the business is sold, in which case we may disclose your personal information to the buyer as it may be one of the transferred assets.
- If we are under a duty to disclose or share your personal information in order to comply with any legal obligations.
- In order to enforce our Terms and Conditions or to protect the rights, safety or property of Exeter Sewing Machine Company and our customers. This may include exchanging information with other companies or organisations for the purposes of fraud protection or credit risk reduction.

**Payment transactions** are processed by a third party using a secure online gateway that encrypts your card details and cannot be accessed by us. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, we cannot guarantee its security and any transmission is at your own risk. All reasonable precautions are taken to prevent unauthorised access to your information. This safeguard may require you to provide additional forms of identity should you wish to obtain information about your account details.

## **Types of communications**

### **Email addresses**

By providing your email address to us you are consenting to receive the piece of information you have provided it for (e.g. for a workshop booking, delivery information). Your email address may also be used for any further related correspondence, or in the event that we need to get in touch with you regarding an enquiry related to Exeter Sewing Machine Company.

By signing up to our newsletter you are consenting to us sending you appropriate and useful information, including our monthly email newsletter, news, new products, promotions and information. At any time, you can unsubscribe by clicking the link in the footer of any e-mail you receive from us. You can also email us at [info@exetersewing.co.uk](mailto:info@exetersewing.co.uk) to unsubscribe from our mailing list at any time. We will of course need to verify your identity before we can speak to you about the data or act on your instructions.

### **Addresses**

Home or billing addresses provided will only be used for delivery of your products, warranty information and for proof of purchase.

### **Telephone numbers**

Telephone numbers will be used for the services they are provided for (e.g. confirming a workshop, updating on an order), and may also be used for any further related correspondence.

All

## **Website cookies**

Cookies are small text files (generally filled with letters and numbers) which the majority of web sites store on your computer or handheld device. These cookies are harmless and cannot cause damage to your computer. Cookies allow us to provide important site functionality so you don't have to re-enter lots of information. They also allow us to remember what links and pages have been clicked or viewed during a session. Without cookies, website features such as shopping baskets and privileged information for registered users could not work as they do now. Cookies are generally beneficial, making your interaction with websites smoother and much easier. We may use cookies to keep track of what you have in your basket, to keep you logged in, to suggest products you might be interested in while you visit, to remember certain choices you have made, or to remember you when you come back to our site (for example).

We do not store any personal information in these cookies at all, not even in an encrypted form. Some cookies may also be set by third parties (such as Google) for statistics and to help us improve the services and products we provide to you. None of these cookies collect personal information that would allow anyone to identify individual users of our site. Most web browsers allow user privacy settings to block either all cookies, or third-party cookies. Blocking cookies will, however, have a negative impact upon the usability of many websites, including ours.

Please visit [www.aboutcookies.org](http://www.aboutcookies.org) for comprehensive information on how to change your cookie settings in a wide variety of different web browsers. By using our site you give us consent to store cookies on your computer. If you do not wish to consent then you must either disable cookies in your browser/handheld device or refrain from using our site.

## **Google analytics**

Google Analytics is a website monitoring tool that allows users to see volumes of website visitors, their source, and to analyse how the content of their website is viewed and navigated. This in turn allows optimisation of the content and pages on our website and the marketing programmes that drive traffic to the website. Google Analytics does not store any personal information about website visitors, but does use persistent cookies to identify repeat visitors. You may universally opt-out of all Google Analytics tracking used by all websites by visiting the following URL - <https://tools.google.com/dlpage/gaoptout>

## **Disclosing information**

We will only ever pass on your information to a third party for the reasons listed above in the section 'How we use your information'. Other than for these reasons listed, we do not disclose any of your personal information from our website or by any other means to third parties.

## **Changes to this policy**

Any changes to our Privacy and Data Protection Policy will be placed here and will supersede this version of our Policy. We will take reasonable steps to draw your attention to any changes in our Policy. However, to be on the safe side, we suggest that you read this document each time you use the website to ensure that it still

meets with your approval.

### **Contacting us**

If you have any questions about our policy, or the way in which we process your information, please contact us. Similarly, if the information we hold about you is incorrect or out of date, please let us know and we will update or remove your details from any of our mailing lists. You can also find out more about your rights under the Data Protection Act 1998 and General Data Protection Regulation by visiting the Information Commissioner's Office website at <http://www.ico.org.uk/>.