

Privacy policy

This Privacy Policy governs the manner in which Prior Attire collects, uses, maintains and discloses information collected from users (each, a "User") of the www.priorattire.co.uk website ("Site"). This privacy policy applies to the Site and all products and services offered by Prior Attire.

Update May 2018 :

From 25 May 2018, the General Data Protection Regulations come into force. As Prior Attire holds information about anyone who orders from this website, we are obliged to take action in line with the new regulations and inform you about how we use your data.

In short:

What do we hold?

Names, postal and email address and phone numbers. We do not store customer card details.

Your previous orders are also stored if you have signed up for an account.

We don't use newsletters and will only contact you directly in connection with your order.

Where does the information come from?

We only hold the information that you directly supplied when placing an order with us, or given when contacting us through the website.

What do we do with the information that we hold?

We use this information to send you the items that you have ordered and paid for. This will include sending email updates about your order, or information about the working of the website itself. We may need to pass your delivery details to a courier or telephone you to arrange delivery.

Does Prior Attire share information with anyone?

We do not sell or otherwise distribute information. We may need to provide Royal Mail, couriers etc with your delivery contact details in order to get your goods to you.

Do I have the right to withdraw my consent?

Yes. You can withdraw your consent by contacting us by email or post. We will then delete the information that we hold.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, place an order and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number,

Users may, however, visit our Site anonymously.

We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as

the operating system and the Internet service providers utilized and other similar information.

Web browser cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

Prior Attire collects and uses Users personal information for the following purposes:

- *To process transactions*
We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service.

The email address Users provide for order processing, will only be used to send them information and updates pertaining to their order. It may also be used to respond to their inquiries, and/or other requests or questions. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email or User may contact us via our Site.

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Sensitive and private data exchange between the Site and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

Changes to this privacy policy

Prior Attire has the discretion to update this privacy policy at any time. When we do, revise the updated date at the bottom of this page, send you an email. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your acceptance of these terms

By using this Site, you signify your acceptance of this policy and [terms of service](#). If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Prior Attire

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