

PRIVACY POLICY

At Clare Slater London ('we' or 'us'), we value your privacy and will only collect and use personal data in a way that is consistent with our obligations and your rights under the law.

1) What personal information we collect about you

1.1 In addition to personal details such as your name, date of birth, address, email and telephone number we may also collect:

- i. Details of items you have bought from Clare Slater London, whether at fairs, events, pop-up shops or on the website
- ii. Details of your correspondence with Clare Slater London whether by email, post, social media or telephone.
- iii. The IP address used to connect your computer to the Internet when you purchase a product from our website

2) How we collect and use your personal information

2.1 We may collect your personal information when you:

- i. Register or use clareslater.com (the 'website')
- ii. Sign up for our mailing list at fairs, events or pop-up shops
- iii. Contact Clare Slater London by post, telephone or email
- iv. Enter any prize draws or competitions run by Clare Slater London
- v. Complete any forms for transactions, enquiries or other purposes

2.2 With your permission, we retain your personal information, preferences and details of your transactions to keep you informed by email, post, phone and/or through other digital means (including social media) about products and services (including special offers, discounts, promotions, events, competitions etc) offered by Clare Slater London. You may unsubscribe or retract your permission at any time.

2.3 We may also use your information to:

- i. Maintain and update your account details, e.g. change to your address, order information or marketing preferences
- ii. Assist you with any problems or to resolve any issues regarding your account or a transaction
- iii. Administer any prize draws or competitions. Please refer to the specific terms and conditions for each prize draw or competition
- iv. Carry out assessment and analysis (for example, market, customer and product analysis) to enable us to review, develop and improve the products and services we offer

3) How your personal information is stored and for how long

- 3.1 We will not sell your personal data to third parties. However, in order to provide our services to you, we need to share your data with the following categories of companies:
- i. Companies involved with the payment and logistics of your purchase, such as payment service providers (e.g. Paypal and Stripe) and delivery companies
 - ii. Professional service providers who help us run our business such as website hosts (Weebly)
 - iii. A marketing platform (MailChimp) so that we can send you news, updates and invitations to events

These companies will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

- 3.2 Clare Slater London has taken all reasonable steps to source reputable companies to provide these essential services. As our website contains links to these companies, the information you provide will be subject to their privacy policies, as well as this privacy policy.
- 3.3 The security of your personal data is essential to us and we will always strive to protect your data. We ensure that there is, secure and restricted access to customer data and that all data transfer and storage is encrypted.
- 3.4 All transactions made on our website are done securely through our payment provider. Your full card details are not recorded or stored in our database. They are encrypted and transferred securely to the relevant payment service provider for immediate authorisation. Once we have received authorisation from the payment service provider we will confirm your order.
- 3.5 In some limited circumstances we may be legally required to share certain personal data to comply with a legal obligation, a court order or the instructions of a government authority.
- 3.6 We will not retain your data for longer than necessary for the purposes set out in this policy. Please note that different retention periods apply for different types of data. Once data reaches its disposal date it will be deleted from our systems, physically destroyed or put beyond use if not permanently deleted.

4) Your rights relating to your personal information

- 4.1 Under the General Data Protection Regulation (GDPR), you have the right to:
- i. Be informed about what personal information we hold about you and how it is being used
 - ii. Access your personal information
 - iii. Request that we correct your personal data if it is inaccurate
 - iv. Request that we delete your data, stop collecting or processing it
 - v. Unsubscribe from marketing communications
- 4.2 Further information about your rights can be obtained from the Information Commissioner's Office (ICO) via their website: www.ico.org.uk/concerns or write to them at: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

5) How to manage your personal information

- 5.1 You may request to unsubscribe from our communications or have your details changed or deleted at any time by emailing us directly: info@clareslater.com
- 5.2 For access to your personal data, you may also contact us by post at the following address: 22 St Dunstan's Road, London W6 8RB
- 5.3 You may unsubscribe by clicking the 'unsubscribe' link at the bottom of any communication we send you by email.

6) Cookies

- 6.1 Cookies store small pieces of information on your computer when you browse our website, so that we can deliver a unique and hassle-free shopping experience. These are the cookies we use:
 - i. Web Analytics Cookies – to gather information on how visitors browse our website, including most popular web pages and how long visitors spend on the site. This information cannot be tracked back to you – it is used to help us improve our site.
 - ii. Session Cookies – deleted as soon as you close your browsing session on our website and ensure you don't get asked the same question twice.
 - iii. Tracking Codes – help us remember your settings when you return to our website on another visit.
- 6.2 You can block cookies by activating the setting on your browser that allows you to refuse them. Please note, if you block all cookies you may not be able to access all of the site.

7) Miscellaneous

- 7.1 Occasionally, at our discretion, we may include or offer third-party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.
- 7.2 We use Google Analytics on this website. No data stored by Google Analytics can identify you as an individual. It collects device data (operating software, screen resolution, browser type and other basic device information) and uses this to track device interaction on the site. This data is used to establish where improvements with site structure and services can be made. Google Analytics serves only as the host of the platform by which we can access the data.

8) Changes to this Privacy Policy

8.1 We review and, if appropriate, update this Privacy Policy from time to time. This may be necessary as our services evolve and if the law relating to personal data protection changes.

8.2 Any changes will be made available via this page on the website so please check back regularly.

8.3 If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information and, if necessary, to ask for your consent.

8.4 This Privacy Policy was last updated on 23rd May 2018.