



Part 2: Personal information and privacy

1. Introduction

- 1.1 We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.
- 1.2 We will ask you to consent to our use of cookies in accordance with the terms of this policy when you first visit our website. / By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

2. Collecting personal information

- 2.1 We may collect, store and use the following kinds of personal information:
 - (a) information about your computer and about your visits to and use of this website (including [your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths]);
 - (b) information that you provide to us when registering with our website (including your email address);
 - (c) information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (including [your name and email address]);
 - (d) information relating to any purchases you make of our goods (including your name, delivery address, payment address, telephone numbers, email address and card details);
 - (e) information that you post to our website for publication on the internet (including your user name, profile pictures and reviews);
 - (f) information contained in or relating to any communications that you send to us (including the communication content and meta data associated with the communication);
 - (g) any other personal information that you choose to send to us;
- 2.2 Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with the terms of this policy.

3. Using your personal information

- 3.1 Personal information submitted to us through our website will be used for the purposes specified in this policy or on the relevant pages of the website.
- 3.2 We may use your personal information to:
 - (a) administer our website and business;

- (b) personalise our website for you;
- (c) enable your use of the services available on our website;
- (d) send you goods purchased through our website;
- (e) send statements, invoices and payment reminders to you, and collect payments from you;
- (f) send you non-marketing commercial communications;
- (g) send you email notifications that you have specifically requested;
- (h) send you our email newsletter, if you have requested it (you can inform us at any time if you no longer require the newsletter);
- (i) send you marketing communications relating to our business (you can inform us at any time if you no longer require marketing communications);
- (j) provide third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information);
- (k) deal with enquiries and complaints made by or about you relating to our website;
- (l) keep our website secure and prevent fraud;
- (m) verify compliance with the terms and conditions governing the use of our website; and

3.3 If you submit personal information for publication on our website, we will publish and otherwise use that information in accordance with the licence you grant to us.

3.4 We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

3.5 All our website financial transactions are handled through our payment services provider, PayPal. You can review the provider's privacy policy [here](#). We will share information with our payment services provider only to the extent necessary for the purposes of processing payments you make via our website, refunding such payments and dealing with complaints and queries relating to such payments and refunds.

4. Disclosing personal information

4.1 We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.

4.2 We may disclose your personal information to any member of our group of companies (this means our subsidiaries, our ultimate holding company and all its subsidiaries) insofar as reasonably necessary for the purposes set out in this policy.

4.3 We may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);
- (d) to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and

(e) to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

4.4 Except as provided in this policy, we will not provide your personal information to third parties.

5. Security of your personal information

5.1 We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

5.2 We will store all the personal information you provide on our secure (password- and firewall-protected) servers.

5.3 All electronic financial transactions entered into through our website will be protected by encryption technology.

5.4 You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

6. Amendments

6.1 We may update this policy from time to time by publishing a new version on our website.

6.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

6.3 We may notify you of changes to this policy by email or through the private messaging system on our website.

7. Third party websites

10.1 Our website includes hyperlinks to, and details of, third party websites.

10.2 We have no control over, and are not responsible for, the privacy policies and practices of third parties.

11. Updating information

11.1 Please let us know if the personal information that we hold about you needs to be corrected or updated.