

PRIVACY POLICY: DOLLYDAGGER

1. Introduction

- 1.1 This is the privacy policy of Dollydagger Limited, an English registered company (number 05491738). Our registered and trading address is at Unit 1, Industrial House, Conway Street, Hove, East Sussex, BN3 3LU.. Our other contact details are specified in the “contact us” section on our website.
- 1.2 The purpose of this policy is to tell you how we process your “Personal Data” (ie data about any identified or identifiable living person). In particular:
 - a) what Personal Data we collect;
 - b) how we use it;
 - c) how we protect it;
 - d) to whom we disclose it;
 - e) How you can access and rectify it.
- 1.3 We may change this policy from time to time so you should check it whenever you visit our website.
- 1.4 Please contact us if you have any questions concerning this policy.

2. What Personal Data do we collect?

- 2.1 When you register with us, we collect and store basic information such as your name, address, email address and other contact information, order details and username / password. You may provide us with additional information on the site (e.g. if you store personal details, preferences or favourites or complete a questionnaire or contest entry form) or if you communicate with us.
- 2.2 We may receive and store certain information automatically when you interact with us. Examples include the internet protocol (IP) address used to connect your computer to the Internet, login, e-mail address, password, computer and connection information such as browser type and version, your operating system and platform, the full URL clickstream to, through and from our site (including date and time), cookie number, goods or services you viewed or searched for, parts of our site you visited and any phone number used to contact us.
- 2.3 Like many websites we use cookies. A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer’s hard drive. We use a session cookie which enables us to identify you (only) throughout a session on our site. We may also use another form of cookie so that our web server will recognize your browser when you visit our site again and populate some of the fields. The help menu bar of most browsers tells you how to modify your browser to accept or reject all cookies or be notified when a cookie is set.

3. How do we use your Personal Data?

- 3.1 We use your Personal Data to administer our services, for example processing orders.

- 3.2 If you have consented on our website or otherwise, we may use your Personal Data to send you emails or letters with details of and/or links to our or third party products or services which may be of interest to you including information about special offers or promotions and related content.
- 3.3 We may use your Personal Data to provide a more personalized and user-friendly visit to our website as follows: to provide you with details of and links to our or recommended third party products or services which may be of interest to you including information about special offers or promotions and related content, to display content such as favourites and to help us track user traffic patterns,. We may also use this information to improve our website or to prevent or detect fraud or abuses.
- 3.4 We may use IP addresses for customer profiling purposes.
- 3.5 We may access, remove, alter or store any Personal Data if we have reason to believe that you have or may have breached our terms and conditions or where we are required to do so by law or appropriate authority.

4. How do we protect Personal Data?

- 4.1 Security is a high priority for us. We take appropriate precautions to protect Personal Data from loss, misuse, unauthorised access or disclosure, alteration or destruction. We use industry-standard Secure Sockets Layer (SSL) technology (128 bit strength) to encrypt Personal Data you provide to us.
- 4.2 Your Personal Data is stored on database that is in a secure directory separate from the front end web server.
- 4.3 The transfer of the purchase details from our website site to payment provider are encapsulated using their own methods of encryption to ensure that the information passed is secure and tamper-proof.

5. To whom do we disclose Personal Data?

- 5.1 Payment details including credit card numbers are supplied direct to our banking partner who is specified on our website. We do not receive and hold such information.
- 5.2 We may disclose your contact details to couriers to enable delivery of goods.
- 5.3 If you have consented to our marketing under **clause 2.5** above, we may disclose your contact details to a marketing agency help us send our communications to you.
- 5.4 We may also disclose Personal Data so far as reasonably necessary:
- a) in the circumstances specified in **clause 3.5** above; or
 - b) in the context of and insofar as necessary for a sale or merger of all or part of our business.
- 5.5 Whenever we transfer personal information to countries outside of the European Economic Area in the course of sharing information as set out above, we will ensure that the information is transferred in accordance with this privacy policy.

6. How can you access and rectify Personal Data?

- 6.1 You can access and rectify certain of your Personal Data by contacting us using the details provided on our website.
- 6.2 For information about your rights under UK data protection laws, see the website of the [UK Information Commissioner](http://www.dataprotection.gov.uk/) [http://www.dataprotection.gov.uk/]

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