

## **Our Privacy Policy**

At Elite Titles we are committed to protecting and preserving the privacy of our customers when visiting us, visiting our website or communicating (electronically or verbally) with us. Please take a moment to familiarise yourself with our Privacy Policy.

Our Privacy Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we store it.

We confirm that we will keep the information on a secure server and that we will comply fully with all applicable UK Data Protection legislation and regulations.

Please let us know if you have any questions regarding this Policy either by email to [elitetitles@gmail.com](mailto:elitetitles@gmail.com) or by writing to Elite Titles, MBC, 86 Queen Street, Newton Abbot, TQ12 2ET. Alternatively, you can telephone 01626 572123.

### **How do we collect information from you?**

Our team are aware of the importance of handling data safely and securely and understand the procedures we have in place to ensure this happens.

We collect information from you when you make a purchase or and make an enquiry about our services via our team either by telephone or email.

We collect information from you when you complete an order form, make an enquiry and sign up to receive our Newsletters via our website. We also collect information about you when we take a payment from you. This information is required to complete the task in question.

We will ask you to confirm that you are happy to receive communications from us. If you would like to be sign up to our newsletter to receive the latest news and offers from Elite Titles then that is in your control, we will not sign you up. You can sign up at our website <https://elitetitles.co.uk> .

In running and operating our website, we may collect and process certain data and information relating to you and your use of this site. We collect information relating to website users by using cookies (see details below).

If you connect with us via social media i.e. Facebook or Twitter by ‘liking’ or ‘following’ us we may collect information and data such as your name and details you provide to us when entering a social media competition or poll. Our Privacy Policy applies to all social media activity.

### **What type of information is collected from you?**

The data we collect from you may be classed as ‘personal data’ – information about an individual who can be identified by it.

The information we collect about you might include the following;

- your name / name of partner or spouse / name of your children
- your address and postcode
- your email address
- your home telephone number / mobile number
- your demographic information such as interests and preferences
- your date of birth
- your IP address
- your web browser type and version
- your credit or debit card details when making a payment
- any information regarding what pages on our website are accessed and when

The data we may collect;

- If you contact us, we may keep a record of your email and other correspondence.
- Information that you provide as a result of filling in forms on our website, such as registering to receive a brochure, making a purchase or purchasing a gift voucher.
- Information you provide when you complete our Newsletter Sign Up Form.
- Information you provide in order to enter a competition or promotion via the website.
- Information you provide if you complete a survey.
- Details of visits to our website and the pages and resources that are accessed, including but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use our website. This may also include the resources that you access, and information about where you are on the internet including the domain type, IP address and URL that you came from. This information is collected and used for our internal research purposes and to improve our customer service and may be sent to third-party processors for the purposes of data analysis, to improve our marketing efforts and for targeting specific services and products.
- If you make a purchase from us via our website, your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions. Shopify Payments is one of our processors and transactions are subject to their privacy policy. PayPal transactions are subject to the PayPal Privacy Policy.

Your privacy is important to us and we confirm that we will never release your personal data to any third party for their mailing or marketing purposes.

## **How will we use the data about you?**

We may use your information;

- to process your order
- to process your gift voucher purchases
- to provide you with information you have requested from us about our products and services
- for processing entries into a competition;
- to seek your views or comments on the services we provide;

- to notify you about any changes to our business or website, including improvements, and service or product changes
- to send you communications which you have requested and that may be of interest to you. These may include information about promotions, offers, information about Elite Titles and replies to enquiries / sales confirmations
- if you consent, to notify you via our sales and marketing channels (email, telephone or post) of products or special offers that may be of interest to you. You can stop these communications at any time by unsubscribing or contacting us via telephone or in writing (please see 'How to opt out' below)
- for our internal purposes including internal record keeping, statistical purposes, quality control, website performance and evaluation, improvements to products and services.

## **Who has access to your information?**

In order to comply with the Data Protection Act of 1984 and 1998, we follow procedures in the storage and disclosure of information that you have given to us, to prevent unauthorised access, misuse, alteration or loss of information under our control. Our security measure may mean that we will require proof of identity before we are able to disclose information to you.

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

**Third Party Service Providers working on our behalf:** We may pass your information to our third-party service providers, agents, subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process payments i.e. Shopify Payments, PayPal and iContact to send you marketing communications). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we ensure their own Privacy Policies are in place that requires them to keep your information secure and not to use it for their own direct marketing purposes

**Third Party Product Providers we work in association with:** We work with Shopify. When you enquire or make a purchase, the relevant third-party product provider will use your details to provide you with information and carry out their obligations arising from any contracts you have entered into with them. They too will be acting as a data controller of your information and therefore we advise you to read their Privacy Policy. These third-party product providers will share required information about you with us (e.g. your order details) which we will use in accordance with this Privacy Policy.

When you are using our secure online commerce system, your purchase is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions.

When you give us personal information, we take steps to ensure that it's treated securely. Once we receive your information, we make our best effort to ensure its security on our systems. We have secure password protected databases.

Whilst we take appropriate measures, both technical and organisational, to safeguard your personal data you provide us, we cannot guarantee that transmissions over the internet are

totally secure, therefore the transfer of personal data via the internet is entirely at your own risk.

## **The transfer of your information outside of Europe**

The information which you provide to us may be transferred to countries outside the European Union (“EU”). For example, we use iContact (based in USA) as a platform for email marketing. Please find their Privacy Policy here <https://www.icontact.com/legal/privacy>. These countries may not have similar data protection laws to the UK. By submitting your personal data, you’re agreeing to this transfer, storing or processing.

## **Retention of information**

We will hold your personal information on our systems for as long as is necessary to fulfil the purpose for which it was obtained, or as long as is set out in any relevant contract you hold with us.

Should you wish to unsubscribe from our mailing list we may still hold your personal data on our database to the extent permitted by law.

## **How do I opt out?**

You have a choice about whether or not you wish to receive information from us. We will not make contact with you unless you have opted in. If then, you no longer want to receive direct marketing communications from us about Elite Titles and offers, then you can change your preferences or completely unsubscribe in one of two ways:

- Click the ‘unsubscribe’ or ‘change preferences’ link at the bottom of marketing emails sent to you
- Email [elitetitles@gmail.com](mailto:elitetitles@gmail.com) or telephone 01626 572123 and we will process your request within 7 days

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted.

## **Your rights**

Your ‘right to be forgotten’ and access. You are legally entitled to access, modify, correct, revoke your consent and delete any data we hold relating to you and that you have the legal right to forbid this data being prevented to any third parties. You have the right to ask for a copy of the information Elite Titles holds about you at any time. Please use the contact details below if you would like to receive a copy. The accuracy of your information is also important to us. If you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: [elitetitles@gmail.com](mailto:elitetitles@gmail.com) or write to us at: Elite Titles, MBC, 86 Queen Street, Newton Abbot, TQ12 2ET. Alternatively, you can telephone 01626 572123.

## **Use of ‘cookies’**

Like many other websites, the Elite Titles website uses cookies. A Cookie is a small file of letters and numbers sent by an organisation which asks permission from your browser to be placed on your hard drive to allow that website to recognise when you visit. We only use this information for statistical analysis purposes. Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use Google Analytics to research user activities on our website in order to enhance its performance and usability. In the course of conducting this research Google places a First Party session ‘cookie’ on your browser and collects aggregate information to enable us to see what people view on the website and for how long. The use of cookies enables us to improve our website, deliver effective marketing and offer a more personalised service. You can choose to accept or decline cookies.

It is possible to switch off cookies by adjusting your browser preferences or using a dedicated browser extension.

To find out more about how to manage cookies through your chosen browser go to [www.allaboutcookies.org/manage-cookies/](http://www.allaboutcookies.org/manage-cookies/)

## **Links to other websites**

This privacy Policy applies solely to information and data collected by us. Our website may contain links to other websites run by other organisations over which we have no control, so we encourage you to read the privacy statements on the other websites you visit. We are not responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you were referred to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

## **Those aged 16 or under**

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian’s permission beforehand whenever you provide us with personal information.

This Privacy Policy is reviewed regularly. We may change this Policy from time to time so please check this page occasionally to ensure that you’re happy with any changes. By using our website, you’re agreeing to be bound by this Policy.

This Privacy Policy is kept under review and was last updated in March 2018.