

## PRIVACY & COOKIE POLICY

We at Posh Frocks and Wellies dislike receiving unsolicited spam email as much as anyone, so we are committed to keeping your personal data safe and secure as a top priority. To maintain that commitment we have updated this policy in readiness for the introduction of the new data protection law (GDPR) on 25th May 2018.

The introduction of GDPR doesn't change what we use your personal data for, but it does make it easier for you to find out how we use and protect your information and for you to be assured it's only used for what you intended.

Your personal data is at the heart of us providing our services to you; it includes managing the development of quotations and invoicing where needed. Our local data protection procedure (available to you on request) has assessed that the lawful basis for managing and storing your data is as a legitimate interest.

Your personal data also lets us get in touch whenever we have offers, events or related information that we think might be of interest to you. For us to use your data in this way, we need to gain your consent as a lawful basis. We will seek this consent via enquiry form and email exchanges, the record of this consent will be stored and you have the right to withdraw your consent upon request.

## PRIVACY POLICY

### PERSONAL DATA COLLECTION AND USAGE

We collect and store your personal and related data so we can do the following

- Provide quotations for our service
- Establish the date(s) of your event(s).
- Provide layout drawings
- Send invoices where appropriate
- Collect venue data

- Retain a record of payments / credits against your account to comply with HMRC requirements
- Employees: To manage employee data to comply with employment law and HMRC regulation.
- Suppliers: Manage supplier orders and payments including banking details
- Accountants: Posh Frocks and Wellies Ltd financial transactions to comply with HMRC regulations.

## SHARING YOUR DATA

Posh Frocks and Wellies Ltd are committed to never sharing your data with any other third party other than trusted suppliers who require it deliver their services for you.

## DATA PROTECTION

Our privacy procedure applies strict security to protect your personal information. We apply technical measures for your data stored electronically and have a proactive approach to paper records.

## PERSONAL DATA STORAGE

Our privacy procedure details how long we keep your personal data and for what purpose.

If you have an order with us we'll keep your paper invoices for six years from the date of the invoice.

If you receive a quote from us and do not proceed, we will keep your personal data on file for up to two years.

Similarly for marketing consent.

Otherwise we'll store personal data for as long as required to by law.

When we no longer need your information, we will delete electronically stored data and destroy paper data.

## DATA MANAGEMENT COMPLAINT

If you want to make a complaint on how we have handled your personal information, please contact our data protection officer who will investigate the matter and report back to you. If you are still not satisfied after our response or believe we are not using your personal information in line with the law, you also have the right to complain to the data-protection regulator in the country where you live or work. For the UK, that's the Information Commissioner - <https://ico.org.uk/>.

## COOKIE POLICY

The Information Commissioner's Office website has a page "**Guidance on the rules on use of cookies and similar technologies**" which is helpful in explaining your rights with regards to Cookies.

### What are cookies?

A cookie is a small text file that is placed on your computer's hard drive when you visit some websites.

A cookie has a name and stores a value.

Cookies allow web applications to personalise a website's response to you, tailoring its operation to your needs, likes and dislikes by gathering and remembering information about your preferences.

Cookies cannot harm your computer, those used on this website do not store any personally identifiable information.

### Cookie expiration

Cookies will be automatically removed from your computer when they reach their 'expiration date' set when the cookie is added to your computer.

Cookies can also be set to delete when you end your 'session' or will be removed when you restart your browser or when you restart your computer.

The manual deletion, enabling / disabling of existing

cookies is explained in the help file of your browser.

### **How we use cookies**

We use cookies to collect information on how you use our website – this includes which pages you visit and for how long. This information helps us learn about users and enable us to improve the website and our services.

Cookies can be declined or accepted, most web browsers automatically accept cookies, browser settings can be set to decline cookies as you prefer.

### **Third party cookies**

The Posh Frocks and Wellies website does not use cookies itself.

We do work with professional third party services that may set cookies when you visit our website.

These third party cookies must comply to the same standard as our own –no personal data is stored in cookies set by third parties.

We work with Google Analytics to help us understand what anonymous visitors do on our website, we also work with Facebook for the same purpose.

### **Cookies used by this website**

Google Analytics lists the cookies used at this website – current at the time of writing

<https://developers.google.com/analytics/devguides/collect/analyticjs/cookie-usage>

The Facebook pixel on our website uses cookies to help us in any remarketing we might do

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**Date:** 18th May 2018 Revision 3