



# PRIVACY NOTICE

We collect and store personal information for our customers relating to the day to day management of our business. We collect this information in order to tailor our services to meet the needs of our customers and to ensure effective management of the business.

This policy outlines how Linen & Lace LTD gathers and stores personal data for both customers and businesses and the use of cookies on our website.

## 1. What information does our business collect?

The company collects, uses and processes personal information which is stored both electronically and in paper format. The information which we collect and store is name, address, telephone numbers, email address, bank account number and sort code. These are collected in the best interest of our business for the hire of our goods and services and to enable us to provide the most effective service for our customers. We do also hold images which relate to the service we provide to our customers which are used on our website and social media platforms. If you do not give consent for us to share, store and use these images please inform us via email.

We also collect and store information you enter on our website, in addition we collect the internet protocol (IP) address used to connect your computer to the internet, login, email address, password, computer and connection information and purchase history.

## 2. How do we collect personal information

The personal information which we collect is given freely by our customers at enquiry and booking stage and also forms part of our quote and hire agreement documents once our customers have booked. Account number and sort codes are supplied to us by our customers after their event to enable us to transfer their damage deposit back to them. Once this has been returned we delete these details from both emails and banking. Our customers have the right to not give personal information to us at both enquiry and booking stage but we would not be able to provide an effective service to our customers without these details.

When you conduct a shop transaction with us, as part of the process you provide us with your name, address, phone number and email address.

## 3. How do we use your personal information?

Personal information is used for our purposes only and is not shared with any third party or used for any marketing purposes. The personal information is stored to enable us to recognise our clients and contact them during the period of business. The information is stored both electronically and in paper format. Account details are only used for the return of any damage deposits outstanding following an event and are then deleted. Our customers have a right not to give us their account details. We will use the information we collect about you lawfully and to process your order and to provide you with the best possible service.

For information collected via shop transactions, we use the information in the following way.

- To operate and provide services and customer support.
- To contact our users with general or personalised service related information including promotional.
- To create aggregated statistical data and other aggregated and/or inferred non personal information, which we or our business partners may use to provide and improve our services.
- To fully comply with any applicable laws and regulations.

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#### **4. Storing your personal information**

We only store personal information which relates to your booking with us. This allows us to recognise who you are, communicate with you during the period of business and return any deposits following an event. We are required to store information of our income for HMRC purposes for up to 10 years. The details which will be stored are:

Email address

Name

Address

Telephone number

Your event details

We will not store details of any account names, account numbers or sort codes. These will be deleted after the return of any damage deposits. Bank transfer details will still show up on bank statements which can be retrieved from our online banking but will not be printed or stored by us electronically or in paper format. Natwest bank will have a Privacy Policy detailing how they manage and store personal information, you can view this at <https://personal.natwest.com/global/privacy.html>

Our online shop is hosted on the Wix.com platform. Wix.com provides us with the online platform we require to sell our products and services to you. Your data may be stored through Wix.com, via their data storage, databases and general Wix.com applications, this is stored behind a firewall on secure servers.

All direct payment gateways offered by Wix.com and used by Linen & Lace LTD adhere to the standards set by the PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit information by our store and its service providers.

#### **5. Disclosure of personal information & Security**

We may disclose and use personal information in a special circumstance (for example, when necessary to protect our goods/property). We may also disclose or use your personal information when we, in good faith, believe the law requires us to do so.

We have security measures in place to protect your information from access by unauthorised persons and against unlawful processing, however, transmission of information via the internet is not completely secure. We will use reasonable endeavours to protect your personal data but we cannot guarantee the security of it.

We will retain your information for a reasonable period or as long as the law requires. We will only disclose your personal data in the event that we sell any or all of our business or assets, if we are acquired by a third party or where we are required or permitted to by law.

We may amend this Privacy Policy at any time. If we make any substantial changes they will be visible on our website under Privacy Notice and you should check back here frequently to keep up to date with any changes.

Any queries relating to our use of your information are welcomed (or if you would like to access, correct, amend or delete any personal information) you should email [enquiries@linenandlacehire.co.uk](mailto:enquiries@linenandlacehire.co.uk)

#### **6. How we communicate with our site visitors**

It may be required for us to contact you regarding your order, to collect monies/fees owed, to seek your opinions through surveys or questionnaires, to send updates or as otherwise necessary to enforce our user agreement, applicable by national laws. For the above purposes we may contact you via email, telephone, text message and postal mail.

#### **7. Use of Cookies**

We use Google Analytics to see how people are using our website, such as which pages are being viewed and how often. Google provides anonymised data about the visits made to our website. The information gathered by Google Analytics helps us to improve our site and tailor it to our customers' needs. Google servers automatically record the page requests made when you visit our site. These "server logs" typically include your web request, Internet Protocol address, browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser. We only use this information for statistical analysis purposes, we cannot recognise you from the records we hold and cannot access your computer or any information about you. Google have their own privacy policy. You can view this here: [www.google.com/policies/privacy](http://www.google.com/policies/privacy)