



## **PRIVACY POLICY FOR CUSTOMERS OF DEEZYNES**

Acres Clothing Limited T/A Deezyes ("We") are committed to protecting and respecting your privacy. We NEVER sell any data to third parties and never will.

This policy together with our Website Terms of Use (found at the bottom of the website) and any other documents referred to on it sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.deezynes.net](http://www.deezynes.net) you are accepting and consenting to the practices described in this policy.

All devices our emails are accessed on have anti-virus software and are password protected. This means we are protecting your data as much as possible at every step of its usage. We currently have no mailing lists on file.

For the purpose of the Data Protection Act 1998 (the **Act**), the data controller is Nicola Edginton of Deezyes, Drake House, 1 Pavilion Business Park, Forest Vale Industrial Estate, Cinderford. GL14 2YD .

### **INFORMATION WE MAY COLLECT FROM YOU**

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in forms on our site [www.deezynes.net](http://www.deezynes.net) or by corresponding with us by phone, e-mail, social media, in person or otherwise. This includes information you provide when you use contact forms, enter a competition or promotion and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and details.
- Our website is hosted with A R Website Design who is GDPR Compliant and we use the third party Wordpress to control our site. You can find their privacy policies on <https://www.arwebsitedesign.co.uk/privacypolicy.html> & <https://automattic.com/privacy>
- **Information we collect about you.** With regard to each of your visits to our site we may automatically collect the following information:
  - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, browser type and version, time

zone setting, browser plug-in types and versions, operating system and platform;

- information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); pages you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page.
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- **Information we receive from other sources.** We may receive information about you if you use any of the other websites we operate or the other services we provide. [In this case we will have informed you when we collected that data that it may be shared internally and combined with data collected on this site. We are also working closely with third parties (including PayPal, Worldpay, Google Analytics & search information providers) and may receive information about you from them. Payment details - We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices on their websites.

Paypal - <https://www.paypal.com/en/webapps/mpp/ua/privacy-full>

Worldpay - <https://www.worldpay.com/uk/privacy-policy>

Google - <https://support.google.com/analytics/answer/6004245?hl=en>

For our accounts systems we use cloud based Quickfiles – their privacy policy can be found on <https://community.quickfile.co.uk/t/privacy-policy/18934>

Our accountants Forest Phoenix Accountancy have full access to our accounts for processing purposes. Their privacy policy can be found on <https://www.phoenixaccountancy.co.uk/>

We purchase our garments from third parties. To ensure your order is correct and you receive the right item, we may give these third parties references for each piece. This may include your name or business name. All work performed will be held under legitimate interests meaning data is only ever used to perform the task required. If you would like to be informed as to which third party we will be using for your order, please ask us before proceeding. If you have any concerns or questions, please direct them to Nicola Edginton on [info@deezynes.net](mailto:info@deezynes.net)

- **Legitimate Interest.** This means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we

have your consent or are otherwise required or permitted to by law). Under this clause we therefore store the following data relating to you/your Business:-

**What information we keep on paper – all secured in a locked filing cabinet in a locked office.**

Notes taken during a meeting (if applicable) Both in person/over the telephone.

Anything given to us to enable your order including sizes/colour swatches/information/designs etc.

Information relating to your business/order that allows ease of use for repeat future ordering.

Invoices relating to your account along with payment receipts as necessary. These will be given to our accountants Forest Phoenix Accountancy (see above) for accounting purposes.

Any information leading to making changes to your order or account.

Signed acceptance of terms and conditions (if applicable).

**On Computer/cloud – all secured with passwords, anti-virus software and third parties who are GDPR compliant.**

Invoices/receipts relating to your account (Using Quickfile as above and accessed by Forest Phoenix Accountancy)

Anything given to us to enable your order including sizes/colour /logo/designs etc.

Any information leading to making changes to your order or account.

Any emails to do with your order/account.

Your details in order to create your customer account – this may include your name, business name, address, phone number and email address. This is so we can ensure a smooth ordering process and be able to notify you when you order is complete or should any problems arise.

**When you order from Deezynes (by phone, email or in person).**

The details listed above will be required from you in order for us to create a customer account. This is so we can keep a record of what you have ordered in case you require repeat work in the future. All order notes will be input into our Quickfile system including the required garment(s), size(s) and design required. Where applicable we will ask for the artwork/logo required for the design.

You will be notified that your order is ready either via email, telephone or Facebook (if applicable) using the details you provided. Upon collection of your order, you will be given your printed receipt with payment details (if applicable). Your customer account will then be left on our secure system, including logo's to allow for ease in future orders. Should you not wish for us to store your logo/design for future use, please inform Nicola Edginton upon placement of your order.

We may choose to use an image of your garment/item for promotional purposes. This may include our website and social media platforms along with exhibition items. We will always ask you first before doing so. If you are unhappy with this, please inform us upon placement of your order.

We have further terms and conditions for ordering with Deezynes. Please read these on our website on <https://deezynes.net/terms-conditions>

#### **How we dispose of sensitive information.**

All information that is not of a sensitive nature is recycled. For anything containing sensitive data, we shred all paper so it cannot be traced.

#### **Ebay Shop.**

When ordering through our Ebay Shop, we will only hold data necessary for your order including your name, username and contact details. This is to complete your requested order. To see Ebay's privacy policy, please see <https://pages.ebay.co.uk/help/community/png-priv.html>

#### **Entering Competitions Online or via stands.**

##### **Online.**

When entering competitions through our social media, we will be able to see your user name. We need to have this data so we can pick a winner. The winners name will be announced on our social media and will be notified by message. When the winner has received their prize, we destroy all relevant data (except any social media posts) and store a copy of the competition and the winners initials.

##### **Through stands & exhibitions.**

When entering competitions on our stands, on paper we may ask for your name and phone number and where applicable, business name and email address. We ask for this data to be able to contact winners. If you are a winner, you may be asked for your postal address so we can send you your prize. Once all winners have been notified and prizes delivered, we destroy all relevant data and store a copy of the competition and the winners initials.

#### **COOKIES**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. We only use Google Analytics for this purpose.

#### **USES MADE OF THE INFORMATION**

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
  - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
  - to provide you with information about other goods and services we offer that are similar to those that you have already purchased/used or enquired about;
  - to provide you with information about goods or services we feel may interest you. If you are a new or existing customer, we will only contact you by electronic means (e-mail) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you do not want us to use your data in this way, please inform our data controller Nicola Edginton on [info@deezynes.net](mailto:info@deezynes.net)
  - to notify you about changes to our service;
  - to ensure that content from our site is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
  - to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
  - to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
  - to allow you to participate in interactive features of our service, when you choose to do so;
  - as part of our efforts to keep our site safe and secure;
  - to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
  - to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

#### **DISCLOSURE OF YOUR INFORMATION**

We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with [them or] you.

- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. [We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Deezynes or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of website use found on [www.deezynes.net](http://www.deezynes.net) and other agreements; or to protect the rights, property, or safety of Deezynes, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

#### **WHERE WE STORE YOUR PERSONAL DATA**

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted [using SSL technology].

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

For backup purposes we use cloud based software through Forest of Dean PC Rescue. You can find their privacy policy on <https://pcrescue.org.uk/>

#### **YOUR RIGHTS**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [info@deezynes.net](mailto:info@deezynes.net)

Our site does contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

#### **ACCESS TO INFORMATION**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

#### **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

#### **Personal Data Breach Process.**

We have a duty to report certain types of personal data breaches to the relevant supervisory authority. Should this occur, we will notify them within 72 hours of becoming aware of the breach, where feasible. If the breach is likely to result in a high risk of adversely affecting individuals' rights and freedoms, we will also inform those individuals without undue delay. We will be required to keep a record of any personal data breaches, regardless of whether we are required to notify.

#### **Our details**

This website is owned and operated by Acres Clothing Limited T/A Deezyes. Our registered office is 17 Foxes Bridge Rd, Cinderford, Gloucestershire. GL14 2PQ. Our operational office is Drake House, 1 Pavilion Business Park, Forest Vale Industrial Estate, Cinderford, Gloucestershire. GL14 2YD. You can contact us: (a) by post, to the operational postal address given above; (b) using our website contact form (c) by telephone, on the contact number published on our website (d) by email, using the email address [info@deezynes.net](mailto:info@deezynes.net)

Our Data protection officers' contact details are: Nicola Edginton – [info@deezynes.net](mailto:info@deezynes.net)