

# TERRINGTON BURCHETT

Bridal Gown Cleaning & Heirloom Specialists

## Terrington Burchett Privacy Notice

### 1. Introduction

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data, and keep it safe.

We know that there's a lot of information here but we want you to be fully informed about your rights, and how Terrington Burchett Ltd. uses your data.

We hope the following sections will answer any questions you have but if not, please do get in touch with us.

It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes, but you're welcome to come back and check it whenever you wish.

When you are using the Terrington Burchett website, Emma Lightfoot is the Data Controller.

### 2. What is Terrington Burchett Ltd.

Terrington Burchett is a small business based in Grantham, Lincolnshire comprising of six people, including the owners.

### 3. Explaining the legal bases we rely on

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

#### Consent

In specific situations, we can collect and process your data with your consent. For example, when you tick a box to receive email newsletters. When collecting your personal data, we'll always make clear to you which data is necessary in connection with a particular service.

## **Contractual obligations**

We need your personal data to comply with our contractual obligations. *For example, we need to collect your address details to deliver your purchase, and we will pass these details on to our courier.*

## **Legal compliance**

If the law requires us to, we may need to collect and process your data. *For example, we can pass on details of people involved in fraud or other criminal activity affecting Terrington Burchett Ltd. to law enforcement.*

## **Legitimate interest**

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

*For example, we will use your purchase history to occasionally suggest to you or make available personalised offers.*

We also combine the purchase history and demographic profile of many customers to identify trends and ensure we can keep up with demand or develop new products/ services.

*For example, we make a note of the point of first contact to the point of booking so we can work out the best time in the wedding planning journey for customers to book Terrington Burchett.*

## **4. When do we collect your personal data?**

- When you purchase a product or service with us.
- When you engage with us on social media.
- When you contact us by any means with queries, complaints etc.
- When you ask Emma Lightfoot or one of her colleagues to email you information about a product or service.
- When you enter prize draws or competitions.
- When you book any kind of appointment with us or book to attend an event.
- When you comment on or review our products and services. Any individual may access personal data related to them, including opinions. So if your comment or review includes information about a Terrington Burchett team member who provided that service, it may be passed on to them if requested.
- When you fill in any forms.

- When you've given a third party permission to share with us the information they hold about you.
- If you visit our premises we do have CCTV in place for security purposes.

## **5. What sort of data do we collect?**

- If you have purchased a product with us or are in the process of ordering, or you have made an enquiry, we will collect one or more of the following:  
your name, wedding/event date, Designer and Style Name/# of Gown, purchase value of Gown, billing/delivery address, email and telephone number.
- Details of your interactions with us through email, telephone calls, online or by text/ Whatsapp. *For example, we collect notes from our conversations with you, details of any complaints or comments you make, details of orders you made, and how and when you contact us.*
- We'll only ask for and use your personal data collected for recommending items of interest and to tailor your experience with us. Of course, it's always your choice whether you share such details with us.
- Your comments and product reviews.
- To deliver the best possible web experience, we collect technical information about your internet connection and browser as well as the country and telephone code where your computer is located, the web pages viewed during your visit, the advertisements you clicked on, and any search terms you entered.
- Your social media username, if you interact with us through those channels, to help us respond to your comments, questions or feedback.
- CCTV images.

## **6. How and why do we use your personal data?**

We want to give you the best possible customer experience. We need to keep in touch with you throughout our process to arrange collection, notify you upon receipt and then again once ready for return. The data privacy law allows this as part of our legitimate interest in understanding our customers and providing the highest levels of service.

*Of course, if you wish to change how we use your data, you'll find details in the 'What are my rights?' section below.*

Remember, if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide the services you've asked for.

*For example, when we call to confirm receipt of your Gown, we can't do that if you've withdrawn your general consent to hear from us.*

**Here's how we'll use your personal data and why:**

- To process any orders that you make. If we don't collect your personal data, we won't be able to process your order and comply with our legal obligations.

*For example, your details may need to be passed to a third party to supply or deliver the product or service that you ordered, and we may keep your details for a reasonable period afterwards in order to fulfil any contractual obligations such as refunds, guarantees and so on.*

- To respond to your queries, refund requests and complaints. Handling the information you sent enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.

- To protect our business and your account from fraud and other illegal activities. This includes using your personal data to maintain, update and safeguard your account. We'll also monitor your browsing activity with us to quickly identify and resolve any problems and protect the integrity of our websites. We'll do all of this as part of our legitimate interest.

*For example, using automated monitoring of IP addresses to identify possible fraudulent logins from unexpected locations.*

- To process payments and to prevent fraudulent transactions. We do this on the basis of our legitimate business interests. This also helps to protect our customers from fraud.

- With your consent, we will use your personal data, preferences and details of your transactions to keep you informed by email, web, text and telephone about relevant products and services including tailored special offers, discounts, promotions, events, competitions and so on. Of course, you are free to opt out of hearing from us by any of these channels at any time.

- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you.

For example, updates to this Privacy Notice. These service messages will not include any promotional content and do not require prior consent when sent by email or text message. If we

do not use your personal data for these purposes, we would be unable to comply with our legal obligations.

- To administer any of our prize draws or competitions which you enter, based on your consent given at the time of entering.
- To develop, test and improve the systems, services and products we provide to you. We'll do this on the basis of our legitimate business interests. *For example, we'll record your browser's Session ID to help us understand more when you leave us online feedback about any problems you're having.*
- To comply with our contractual or legal obligations to share data with law enforcement.

*For example, when a court order is submitted to share data with law enforcement agencies or a court of law.*

- To send you survey and feedback requests to help improve our services. These messages will not include any promotional content and do not require prior consent when sent by email or text message. We have a legitimate interest to do so as this helps make our products or services more relevant to you. Of course, you are free to opt out of receiving these requests from us at any time by informing the Data Protection Officer.
- To process your booking/appointment requests (such as a telephone or face to face consultation with Emma Lightfoot or one of her colleagues).
- Sometimes, we'll need to share your details with a third party who is providing a service (such as delivery couriers). We do so to maintain our service with you. Without sharing your personal data, we'd be unable to fulfil your request.

## **7. How we protect your personal data**

We know how much data security matters to all our customers. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

## **8. How long will we keep your personal data?**

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

Personal data will be held for a maximum of six (6) years after the fulfillment of the order due to retention requirements under corporate and fiscal law.

At the end of that retention period, your data will either be deleted completely or anonymised, for example by aggregation with other data so that it can be used in a nonidentifiable way for statistical analysis and business planning.

## **9. Who do we share your personal data with?**

We sometimes share your personal data with trusted third parties.

*For example, delivery couriers, for fraud management, to handle complaints, to help us personalise our suggestions to you and so on.*

### **Here's the policy we apply to those organisations to keep your data safe and protect your privacy:**

- We provide only the information they need to perform their specific services.
- They may only use your data for the exact purposes we specify in our contract with them.
- We work closely with them to ensure that your privacy is respected and protected at all times.
- If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

### **Examples of the kind of third parties we work with are:**

- IT companies who support our website and other business systems
- Operational companies such as delivery couriers
- Accountants that process payment and for taxation purposes
- Card Merchant Services to process card payments

### **Sharing your data with third parties for their own purposes:**

We will only do this in very specific circumstances, for example:

- For fraud management, we may share information about fraudulent or potentially fraudulent activity in our premises or systems. This may include sharing data about individuals with law enforcement bodies.
- We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body, in your country of origin or elsewhere, upon a valid request to do so. These requests are assessed on a case by-case basis and take the privacy of our customers into consideration.
- We may, from time to time, expand, reduce or sell Terrington Burchett Ltd. and this may involve the transfer of divisions or the whole business to new owners. If this happens, your personal data will, where relevant, be transferred to the new owner or controlling party, under the terms of this Privacy Notice.

For further information please contact our Data Protection Officer – Emma Lightfoot.

## **10. What are your rights over your personal data?**

### **An overview of your different rights**

You have the right to request:

- Access to the personal data we hold about you, free of charge in most cases.
  - The correction of your personal data when incorrect, out of date or incomplete.
  - That we stop using your personal data for direct marketing (either through specific channels, or all channels).
  - That we stop any consent-based processing of your personal data after you withdraw that consent.
  - You can also request that we erase your personal data.
  - You can object to processing of personal data that is likely to cause or is causing damage or distress.
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- Review by Emma Lightfoot of any decision made based solely on automatic processing of your data (i.e. where no human has yet reviewed the outcome and criteria for the decision).

*You can contact us to request to exercise these rights at any time as follows: To ask for your information please contact The Data Protection Officer, Terrington Burchett Ltd., 5 Withambrook Park, Grantham, Lincolnshire, NG31 9ST.*

*By email [ukweddingdresscleaners@outlook.com](mailto:ukweddingdresscleaners@outlook.com)*

*To ask for your information to be amended please contact Emma Lightfoot.*

If we choose not to action your request we will explain to you the reasons for our refusal.

### **Your right to withdraw consent**

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

### **Where we rely on our legitimate interest**

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

### **Checking your identity**

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice. If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

## **11. Contacting the Regulator**

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling **0303 123 1113**.

Or go online to [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) (opens in a new window; please note we can't be responsible for the content of external websites)

If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence. Details can be found in Section 11.

## **11. If you live outside of the UK**

For all non-UK customers This Privacy Notice is currently only available in English By using our services or providing your personal data to us, you expressly consent to the processing of your personal data by us or on our behalf. Of course, you still have the right to ask us not to process your data in certain ways, and if you do so, we will respect your wishes.

## **12. Any Questions?**

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it. If you have any questions that haven't been covered, please contact our Data Protection Officer who will be pleased to help you:

- Email us [ukweddingdresscleaners@outlook.com](mailto:ukweddingdresscleaners@outlook.com)
- Or write to us at: Data Protection Officer, Terrington Burchett Ltd., 5 Withambrook park, Grantham, Lincolnshire, NG31 9ST.