

by Higgins Ltd - PRIVACY POLICY

1. **BYHIGGINS LTD** is fully committed to respecting your privacy. Whilst we do need to collect some information about you, (such as your name, email address, payment details), for example when you place an Order, we want you to know exactly how and why we do this, as well as the steps we take to protect your personal information.
2. There is also some information which we need to share with some of our carefully chosen partners, so that we can process your payments and make sure any Products you order are delivered to you, when and where they should be. We will always do what we can to make sure that our partners are as careful with your data as we are ourselves.
3. We may occasionally need to make changes to things from time to time, so you may want to check this Privacy Policy periodically, to make sure you are always fully aware of its current status. Please read these sections carefully as your use of our site and purchase of our Products indicates your consent for us and our site partners to use your details in the ways described below.

Information we collect

We may collect, store and use the following kinds of personal data (by which we mean information relating to you and which allows us to identify you directly, or in combination with other information we may hold):

Name, surname + contact details (email address, phone numbers, postal address)	When you create an account on our site When you place an Order When you subscribe to email notifications or newsletters
Information about other people (name, surname + contact details (email address, phone numbers, postal address)	If you are buying our Products for someone else, for example, as a gift
Information about your purchases	When you buy our products
The communications you exchange with us (emails, letters, calls, online chat messages)	When you contact us, or we contact you
Your feedback	If you reply to our requests for feedback, or take part in our customer surveys
Information about how you use our site, such as your searches for Products	When you navigate on our site

How we use your information

4. We will use the personal data you provide to us to:

- administer the site;
- communicate with you and manage our relationship with you, including confirming and administering any Order you place, as well as any refund you may be entitled to, including sending statements and invoices to you (please note that these are not marketing communications, so you will continue to receive these, even if you opt-out from (or don't opt into) receiving marketing communications;
- collect information about how you use our site, which Products you buy and what you search for, so that we can understand what you are looking for and what you like. It may be that we use this information to tailor what you see on our site and (but only if you have agreed to this) to send you relevant marketing material that is relevant to you;
- if you are in the process of placing an order, but leave the site before completing this, we may contact you to see whether we can help with your Order;
- we may send you an email or SMS to seek your feedback in relation to our Products (of course, you don't have to respond to any of our feedback requests, but we would greatly appreciate it if you did);
- (if you agreed to this during the order process or signing up for any of our services), to inform you about similar activities that we provide, including newsletter(s) and other marketing communications which we think may be of interest to you (you can stop receiving these at any time by contacting us to let us know, by email to admin@byhiggins.com)
- send you email notifications which you have specifically requested; and/or
- deal with enquiries and complaints made by or about you relating to our site.

5. You can change your mind about receiving marketing from us at any time, or review and amend your preferences, either by logging into your account, by clicking on the relevant unsubscribe link at the bottom of any marketing related email you may receive from us, or emailing us at privacy@byhiggins.com by using **Unsubscribe** in the email header. You can use the same email address to let us know if any of the details we hold for you are wrong; we'll put this right just as soon as we can. To request removal of your personal information, or a copy of the information we hold about you, you should also contact us at privacy@byhiggins.com

6. We may disclose information about you to any of our employees, officers, agents, suppliers or sub-contractors insofar as reasonably necessary for the purposes detailed in our Privacy Policy.

7. We may use your information for the purposes of carrying out our business; this might include use for accounting, billing and audit purposes, credit or other payment card verification, fraud screening, safety security and legal purposes, statistical and marketing analysis, or systems testing, maintenance and development.

8. We may include social media features (e.g. the Facebook **Like** button, or **Share** buttons) on our site. These may collect information such as your IP address or which page you are visiting on our site; they may also set a cookie to enable the feature to function properly. Be

aware that these social media features may be hosted by a third party and your interactions with them will be governed by the privacy policy of the company providing the feature.

9. Please remember that our site contains links to other websites and external services, including for the purposes of completing Orders and taking payments. We are not responsible for the privacy policies or practices of third party websites. Each of these may also collect information about you during your use of our site and, before providing any of your personal information via our site, you should check to ensure that their privacy policies are also acceptable to you. You can find the wix.com privacy policy [here](#)

10. We will only give your personal information to third parties where the law either requires or allows us to do this and we will not, without your express consent, provide your personal information to any third parties for the purpose of direct marketing.

Third Party Data Collection

11. To provide you with some services, as well as extended site functionality, our site is not only hosted by a third party, but uses a number of third party apps. You should be aware that these apps and third parties may also collect data as you use our site. They may also use your data for their own purposes.

12. We do whatever we can to limit access whilst maintaining the functionality of our site. The information collected is limited, as is what these third parties are allowed to do with your information. In particular, your information cannot be combined with data from any site but ours and can only be shared with other apps which we use on our site, for the specific purposes of our site.

13. Our site host, Wix.com, may collect information about when an app is launched, individual session lengths for apps, or why an app may not be working. Wix also uses its own proprietary API (the **WixHive**) to capture data from a variety of actions through an app. This may include contact information, messages, navigation, purchases, bookings, and more. All this data or activity data is and will be stored and managed by Wix in a centralised database. That data and related data may be shared by Wix with us, third party app developers, or with other business partners working with Wix in connection with the provision, hosting, support, implementation, or the conduct of transactions through an app. Please note that because Wix uses this data to provide its services to us, it does not change its practices in response to a **Do Not Track** signal in the HTTP header from a browser or mobile application.

14. Third party app developers may also store and manage data provided through their apps and may share such data with other apps which are also installed on our site. This data collection and sharing is intended to improve the functionality of the apps, allowing us and you to use related apps or associated functionality.

15. If you need more information about possible uses of your data by Wix or its third party developers, please review Wix's own privacy policy and related documentation [here](#). If you don't agree to your data being collected or used in this way, please don't use the site or place any Order.

Security of your Personal Data

16. We will take appropriate technical and organisational precautions to prevent the unauthorised or unlawful loss, misuse or alteration of your personal information. We will either hold the information you provide to us in our own systems, located on our own

premises, or those of a carefully selected and appointed third party. Any such third party will have been required by us to also have appropriate technical and organisational measures in place to protect your personal data.

International Data Transfers

17. Information which you provide and that we or our partners collect for the purposes described in this Privacy Policy, or for other purposes approved by you, may be stored and processed in and transferred to countries (including the United States) which do not have data protection laws equivalent to those in force in the European Economic Area (which is also referred to as the **EEA** and includes the European Union and Iceland, Liechtenstein and Norway). Your personal data may be accessed by and processed outside the EEA by staff operating outside the EEA who work for us or for one of our suppliers. Where your personal data are transferred outside the EEA we require appropriate safeguards to be in place.

18. You will be asked to provide your payment card details only to our partners Stripe and PayPal which are a PCI DSS compliant organisations. This means that Stripe and PayPal adhere to high security standards, protecting your card details when you send them this information. BYHIGGINS LTD does not have access to this information. Stripe and PayPal may, in order to ensure the security of your transactions and prevent or detect fraudulent transactions, share your information with its fraud screening partner (please see Stripe and PayPal's own privacy policy for details).

Keeping your data

19. We will only keep your personal data for as long as we need it for the specific purposes detailed in this Privacy Policy, or as we are required to do by law.

Amendments

20. We may update this Privacy Policy from time to time, including as part of the new European data protection legislation which will start to apply on 25 May 2018. by posting a new version on our site. You should check this page occasionally to ensure you are happy with any changes. We may also notify you of changes to our Privacy Policy by email.

Your Rights

21. You may ask us to provide you with details of any personal information we hold about you. If you request this information before 25 May 2018, we may charge a small fee for this but if so will always tell you beforehand. After that date no charge will be made for us to provide that information. You may also ask us, at any time, to amend or correct the data we hold about you, or to delete that data entirely. There will be no charge for changes or any deletion of data.

22. You may ask us not to process your personal data for marketing purposes by email at any time (in practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of this).

23. If you have any questions about this Privacy Policy or our treatment of your personal data please email your query to us at privacy@byhiggins.com. This is also the email address to use to let us know if the personal information we hold about you needs to be corrected or updated, which we will ensure is done as soon as we can.