

## Privacy Statement

At Tudor Rose Lingerie we value our privacy. It is important that you read and understand the privacy policy as it will explain how we collect and use your personal information and why we do this. This policy relates to your use of this website and data we gather. All personal information is kept securely.

### Data Protection

For the purposes of data protection this policy refers to the 1998 Data Protection Act until 25th May 2018 and thereafter the EU General Data Protection Regulation (GDPR) or any subsequent, and successor, legislation.

Tudor Rose Lingerie is that data controller of the personal information we hold about you.

### The Tudor Rose Lingerie Privacy Policy FAQ's

#### **What is personal information?**

Personal information, or personal data, refers to any information about an individual from which that person can be identified. It does not refer to anonymous data. Anonymous data is information where any personal identifiers have been removed.

#### **What information do we collect?**

- When you purchase from us at TudorRoseLingerie.com we ask for, and collect, personal information such as your name, billing and delivery address, telephone number, e-mail address, items ordered and payment details.
- If you sign up to receive our e-mail newsletter, we will request and store your email address.
- Tudor Rose Lingerie may also collect information regarding your visit to TudorRoseLingerie.com. This may include where you are geographically, how you were referred to us (e.g. search engines or email marketing), your browser and device type, the pages you viewed, the duration of your visit and any search terms used. This information may be collected even if you do not register an account with us.

#### **How do we use your personal information?**

We use this information to make your shopping experience as easy and enjoyable as possible.

- To process your order including delivery, payment and returns.
- Online account holders require an email address and password to access their account.
- To send you special offers and promotions that may be of interest if you have consented

for us to do so or we believe may be of interest to you. You may opt-out of receiving these messages at any time.

- Any information we collect about customers' browsing and buying habits is used for statistical analysis and to continuously improve the Tudor Rose Lingerie website and the products and services offered to our customers.
- To assist in the detection and prevention of fraud.
- Items are posted via our local Post Office as part of our delivery service. As Tudor Rose Lingerie grows, we may alternatively use a courier.

### **Why do we contact you?**

- If you have signed up for our newsletters, we contact you to update you about exciting new product launches, sales and offers which are exclusive to our contract list. You can opt out of marketing emails at any time – see below for more details.
- When you make a purchase online, we will contact you by email to notify you of updates to your order.
- We will contact you by telephone or email if there is a problem with your order or if we need to get in touch regarding a refund.
- For items being delivered by a courier, the courier company will send you an email or a text message with a delivery update if you provided a valid telephone number and email address when you placed the order.

### **What are your rights?**

Right of access – you have the right to obtain confirmation that your data is being processed and request access to your personal data. You can make a request by email to **TudorRoseLingerie@gmail.com**, or in writing to:

Tudor Rose Lingerie  
Unit 20, Melton Mowbray Market  
Gate 8, Nottingham Road  
Melton Mowbray  
Leicestershire  
LE13 1JY

In the first instance we will provide a copy of the information free of charge. However, we may charge a reasonable administration fee when a request is manifestly unfounded or excessive or to comply with requests for further copies of the same information although this does not mean that we will charge for all subsequent access requests.

Within 1 month of your request, we will (subject to extensions in some cases):

- Confirm what personal data we hold about you.
- Provide a copy of the data in commonly used electronic format if the request is made electronically.
- Provide any supporting explanatory materials.

We can extend the time to respond by a further two months where requests are complex or numerous. If this is the case, we will inform you of this within one month of the receipt of the request and explain why the extension is necessary.

Data portability – in addition to your access right you can require us to provide a copy of your information that we hold in a commonly used machine-readable format.

Rights of Rectification and Erasure (the right to be forgotten). You may ask us to correct or remove information you think is inaccurate or no longer necessary.

## **Marketing communications**

You can sign up to receive marketing communications through our online sign-up form, when you create an account or during the checkout process. Simply tick the opt-in box at any of these stages.

Marketing communications may be sent by either electronically via email or physically through the post. If you have an online account, you can choose your preferences for each or opt-in/opt out.

## **How to unsubscribe from marketing communications?**

All Tudor Rose Lingerie customers have the choice to refine or opt out of receiving marketing communications from us.

If you do not wish to continue to receive marketing from us. Click on the 'Unsubscribe' link in any email communications or log into your account to change your preferences.

## **The bit we cannot control...**

Third party sites: Our site may contain links to and from the websites partner networks, advertisers and other third parties. If you follow a link to any of these websites, please note that they 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.

We will use cookies (electronic tags) to monitor your browsing and buying habits on our site for example, which pages are visited and whether they are purchased from. If you have registered with us then your computer will store an identifying cookie which will save you time each time you revisit Tudor Rose Lingerie, by remembering your email address for you. You can change the settings on your browser to prevent cookies being stored on your computer without your explicit consent. Please see our cookie policy for full details.

Do not track (DNT) is a feature offered by most browsers, with some new browsers offering it as a default. If enabled, it sends a signal to websites to request that your browsing isn't tracked. Tracking is used for a wide variety of reasons ranging from social or advertising networks measuring effectiveness or third-party analytical services such as Google Analytics to improve customer experience and provide statistical analysis.

At present there is not an industry-wide uniform standard that has been agreed and adopted to determine how DNT requests should be managed. We will continue to review our DNT process and other new technologies.

### **Change my Tudor Rose Lingerie cookie settings**

You can change your cookie settings at any time.

### **SSL and encryption**

We use Paypal and therefore your payment details are secured on their systems.

### **Any questions?**

If you have questions about your personal data or our privacy policy, please contact us by emailing [TudorRoseLingerie@gmail.com](mailto:TudorRoseLingerie@gmail.com)

Alternatively, you can write to us at the address shown above.

## **TUDOR ROSE LINGERIE**

Unit 20, Melton Mowbray Market, Off Nottingham Road, Melton Mowbray, Leicestershire LE13 1JY

Tel: 077 666 00 334 Email: [TudorRoseLingerie@gmail.com](mailto:TudorRoseLingerie@gmail.com) Web: [tudorroselingerie.co.uk](http://tudorroselingerie.co.uk)