

PRIVACY POLICY: SHOW YOUR COLOURS LTD. TRADING AS SHOW YOUR COLOURS.

At Show Your Colours, we understand that we have a responsibility to protect and respect your privacy and to look after your personal data.

This Privacy Notice explains what personal data we collect, how and why we use it and the reasons we may need to disclose it to third parties.

WHO ARE WE?

How Your Colours is a wholesaler and retailer of giftware, clothing, and jewellery items based in Birmingham UK, our company number is 11263305.

HOW THE LAW PROTECTS YOU

Data protection laws state that we are only able to process personal data if we have valid reasons to do so. This will include but is not limited to, your consent, performance of a contract, to enable invoicing and payment, and to contact you for customer service purposes.

HOW DO WE COLLECT PERSONAL DATA FROM YOU?

We primarily receive information about you from our website, either from you completing forms on it or using it to purchase goods. We may also receive your data if you contact us by phone, email or during a personal transaction online or at a trade fair or festival.

WHAT TYPE OF DATA DO WE COLLECT FROM YOU?

The personal data that we may collect from you includes your name, address, email address, phone numbers, payment information and IP addresses. We may also keep details of your visits to our website including, but not limited to traffic data, location data, weblogs and other communication data. We also retain records of your queries and correspondence, in the event you contact us. We do not collect any Special Category Data (sensitive data) such as race, religion, biometrics or health data.

HOW DO WE USE YOUR DATA?

We may use information about you in the following ways:

- To process orders that you have placed with us via the web, email, phone or otherwise;
- To provide you with products;
- To comply with our contractual obligations, we have with you;
- To help us identify you and any accounts you have with us;
- To provide customer care, including responding to customer requests;
- To administer accounts, process payments and keep track of billing and payments;
- To detect fraud and to make sure what you have told us is correct;

- To review job applications;
- To notify you about changes to our prices;
- To provide you with information about products that you request from us or which we feel may interest you where you have consented to be contacted for such purposes.
- To provide you with specific business information, for example, our attendance at trade fairs and new catalogues.
- Our website uses cookies to monitor your behaviour on our site when you are using it. (see later section about cookies for a fuller explanation).

RETENTION PERIODS

We will keep your personal data for the duration of the period you are a customer of Show Your Colours. We shall retain your data only for as long as necessary in accordance with applicable laws.

On the closure of your account, we may have to keep your data for up to eight years so we comply with our legal and/or accountancy obligations.

WHO HAS ACCESS TO YOUR PERSONAL DATA?

Within Show Your Colours all staff may have access to your data in order to perform business activities. Personal data may be shared with the following third parties in the course of normal business activities:

Courier companies – used to deliver goods.

Website: www.showurcolours.com

In addition, our website also works with a number of third parties who act as payment providers, and we may receive information from them about you. These third parties may collect information about you including, but not limited to, your IP address, device-specific information, server logs, device event information and location information. We use their features on our website, however, in some instances, they may be acting as a data controller and they will have their own privacy policies, which we advise you to read.

We may pass your personal data to third parties for the provision of services on our behalf (for example processing your payment) but we will only ever share information about you that is necessary to provide the service at the time of need.

Similarly, we may share your personal data if we are under a duty to disclose data in order to comply with any legal obligation or to protect the rights, property, or safety of Show Your Colours, our customers, or others. This includes but is not limited to exchanging information with other companies and organisations for the purposes of fraud protection, credit risk reduction and dispute policies.

For the avoidance of doubt, we do not and never shall sell, rent or exchange your personal information with any third party for advertising or marketing purposes or indeed any other reason.

As the transmission of information via the internet is not completely secure, we cannot guarantee the security of your data transmitted to our site and 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.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping the password confidential. We ask you not to share a password with anyone.

LINKS TO OTHER SITES

The Show Your Colours website has a number of links to third-party sites. Since we do not control those websites, we encourage you to review the privacy policies of these third-party sites. Any information that is supplied on these sites will not be within our control and we cannot be responsible for the privacy policies and practices of these.

YOUR RIGHTS

In preventing the use or processing of your personal data, it may delay or prevent us from fulfilling our contractual obligations to you. It may also mean that we shall be unable to provide our goods or services.

You have the right to object to our use of your personal data or ask us to delete, remove or stop using it if there is no need for us to keep it. This is known as your right to be forgotten. There are legal and accountancy reasons why we will need to keep your data, but please do inform us if you think we are retaining or using your personal data incorrectly.

Our Privacy Notice shall be made clear to you at the point of collection of your personal data.

You have the right to ask us not to process your personal data for marketing purposes. However, as set out above we believe we do not use your data for any marketing purposes beyond those involved with servicing the account you have with us (e.g. notification of sales and trade fairs). If you do not wish to be contacted for these reasons once you have agreed to us holding your data in order to supply, you with goods please contact us by telephone 01215148853 or email: info@showurcolours.com we will annotate your account accordingly.

You have the right to ask us what personal data we hold about you.

If at any time you wish to exercise this right you can contact us by telephone on 01215148853 providing your name, postcode and phone number.

To protect your privacy and security we may need to verify your identity before sharing this information.

YOU HAVE THE RIGHT TO ASK US TO UPDATE OR AMEND ANY OUT OF DATE OR INCORRECT DATA.

If at any time you wish to amend your data you can contact us by telephone on 01215148853 with your name, postcode and phone number, or email us at info@showurcolours.com

To protect your privacy and security we may need to verify your identity before making amendments

YOU HAVE THE RIGHT TO ASK US TO DELETE THE DATA WE HOLD ABOUT YOU.

If at any time you wish to exercise this right you can contact us by telephone on 01215148853 with your name, postcode and phone number or email us at info@showurcolours.com

To protect your privacy and security we may need to verify your identity before deleting your data.

Please note: On the closure of your account, we may have to keep your data for up to eight years so we comply with our legal and/or accountancy obligations.

COOKIES

We use a technology called "cookies" as part of a normal business procedure when you use our website.

- We use cookies to improve your experience on our websites and for functionality purposes, for example, if you choose to buy any of our products and services, you must consent to us placing a cookie on your computer;
- We also use cookies to understand your usage of our website (Analytics)

You have a legal right, as a website user, to be given the opportunity to understand how cookies are used on our websites and consent to cookies being stored on your computer or device (laptop/mobile/tablet).

WHAT ARE COOKIES?

A cookie is a small text file, typically of letters and numbers, downloaded to your computer when you access websites. Typically, they contain the following information: a site name and unique user ID, the duration of the cookie's abilities and effects, and a random number. As a rule, cookies cannot be used to reveal your identity or personally identifying information.

When you visit a website that uses cookies for the first time, a cookie is downloaded onto your computer. The next time you visit that website, your computer checks to see if it has a cookie that is relevant and sends the information contained in that cookie back to the website. The website then notes that you have been there before, and in some cases, tailors what pops up on the screen to take account of that fact.

They also might record how long you spend on each page on a site, what links you click, even your preferences for page layouts and colour schemes.

Generally, the role of cookies is beneficial, making your interaction with frequently-visited sites smoother with no extra effort on your part. Without cookies, online shopping would be much harder. Without cookies, some websites will become less interactive with the cookie option turned off.

MOST COMMON COOKIES

Session cookies

These cookies expire when you close your web browser (Internet Explorer, Firefox, Safari, Google Chrome). These cookies are used for various reasons, for example, remembering what you have put in your shopping basket as you browse a website. They can also be used for security to access your Internet banking or email.

PERSISTENT COOKIES

These cookies are still stored on your computer after you have closed your web browser which allows your preferences on websites to be remembered. These cookies are used for a variety of purposes, for example, remembering your preferences on a website (your language choice or your username on a particular website).

FIRST AND THIRD-PARTY COOKIES

This refers to the website placing the cookie. First party cookies are cookies set by us, [www.Show Your Colourscrafts.co.uk](http://www.ShowYourColoursCrafts.co.uk) the website you are visiting. Third party cookies are set by another website; typically for advertising, though on our website third-party cookies are placed when you start to pay for an order using one of our payment providers.

EXCEPTIONS

There are some exemptions to the above where it is essential for a website to store information on your computer, for example, when you want to pay for your order using our payment providers (PayPal) so that they can provide the service to you that you have requested.

ANALYTICS

We use Google Analytics cookies to provide us with information on how you use our website and how you found our website. More information about Google Analytics data privacy and security can be found: [Google Analytics Privacy](#).

You can opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>

CONTROL AND MORE INFORMATION

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org

DATA BREACHES

In the event of a data breach, we shall ensure that our obligations under applicable data protection laws are complied with where necessary.

HOW TO CONTACT US

We wish to be as clear and transparent as possible regarding our data collection, security and how we use it. If at any time you have any questions or comments regarding this, we would be happy to speak with you in person. If you wish to do this please call us at 01215148853 with your name, postcode & phone number.

You can also email us at info@showurcolours.com

This notice was updated on February 19th 2023. It may be updated to take into account changes at Show Your Colours Ltd. or for example to reflect changes to regulation or legislation.

Updates to this policy will be posted on this page – please check back from time to time. We may also inform you of any changes where we hold an appropriate email address for you.

Further information on GDPR data protection regulations and laws can be found at <https://ico.org.uk/for-the-public>