

## **Smith Willcox & Co. Privacy Statement**

This privacy statement will explain how Smith Willcox & Co. uses the personal data we collect from you when you use our website.

### **What data do we collect?**

Smith Willcox & Co. collects the following data:

- Personal identification information (including name, email address and telephone number)
- Other information relevant to customer surveys and/or offers

### **How do we collect your data?**

You directly provide Smith Willcox & Co. with most of the data we collect. We collect and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.

### **How will we use your data?**

Smith, Willcox & Co. collects your data so that we can :

- Process our order and manage our account
- Email you with special offers on other products and services we think you might like.
- Understand your needs and provide you with a better service.

When Smith, Willcox & Co. processes your order, we may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

### **How do we store your data?**

Smith, Willcox & Co. securely stores your data at 38 Queen Street, Scarborough.

### **What are your data protection rights?**

Smith, Willcox & Co. would like to make sure you are fully aware of all your data protection rights. Every user is entitled to the following :

- The right to access. You have the right to request Smith, Willcox & Co. for copies of your personal data. We may charge you a small fee for this service.
- The right to rectification. You have the right to request that Smith, Willcox & Co. correct any information you believe is inaccurate. You also have the right to request Smith, Willcox & Co. to complete information you believe is incomplete.

- The right to erasure. You have the right to request that Smith, Willcox & Co. erase your personal data under certain conditions.
- The right to restrict processing. You have the right to request that Smith, Willcox & Co. restrict the processing of your personal data, under certain conditions.
- The right to object to processing. You have the right to object to Smith, Willcox & Co.'s processing of your personal data, under certain conditions.
- The right to data portability. You have the right to request that Smith, Willcox & Co. transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email : [office@smithwillcox.co.uk](mailto:office@smithwillcox.co.uk)

Call us at : 01723 373313

Or write to us : 38 Queen Street, Scarborough, North Yorkshire, YO11 1HE

### **What are cookies?**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our website, we may collect information from you automatically through cookies or similar technology.

For further information, visit [allaboutcookies.org](http://allaboutcookies.org)

### **How do we use cookies?**

Smith Willcox & Co. uses cookies in a variety of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

What type of cookies do we use?

### **There are a number of different cookies, however, our website uses :**

- **Functionality.** Smith, Willcox & Co. uses these cookies so that we recognise you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising.** Smith, Willcox & Co. uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device and IP address. Smith, Willcox & Co. sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

## **How to manage cookies**

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

## **Privacy policies of other websites**

The Smith, Willcox & Co. website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## **Changes to our privacy policy**

Smith, Willcox & Co. keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 21 October 2020.

## **How to contact us**

If you have any questions about Smith, Willcox & Co.'s privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at : [office@smithwillcox.co.uk](mailto:office@smithwillcox.co.uk)

Call us : 01723 373313

Or write to us at : 38 Queen Street, Scarborough, North Yorkshire YO11 1HE

## **How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that Smith, Willcox & Co. has not addressed your concern in a satisfactory manner, you may contact the Information Commissioners Office.

[www.ico.org.uk](http://www.ico.org.uk)