

## **Bookjudge Ltd t/a White Rose Books Privacy Policy**

We understand that privacy and the security of your personal information is extremely important. Because of that, this policy sets out what we do with your information and what we do to keep it secure. It also explains where and how we collect your personal information, as well as your rights over any personal information we hold about you.

The Data Protection Act (DPA), Privacy and Electronic Communications Regulations (PECR) and The General Data Protection Regulations (GDPR) which is EU wide and far more extensive, seek to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain such as Companies House data.

This policy applies to you if you buy our products over the phone or online, by using our website or interacting with us on social media.

**Who we are** - Bookjudge Ltd t/a White Rose Books is a UK-based retailer, bookshop, and café with tea garden.

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### **What sorts of information do we hold**

- Information that you provide to us such as your name, address, telephone number, email address and any feedback you give to us, including by phone, email, post, or when you communicate with us via social media;
- if you make a purchase **over the telephone:**
  - delivery information which may include your home or work address and telephone number;
- Information about the Services that we provide to you (including for example, the things we have provided to you, when and where, what you paid, the way you use our products and Services, and so on)
- Your account login details (if you choose to create an account), including your user name and chosen password; information necessary for legal compliance; and/or where you “like” us or make posts on our pages on social networking websites, such as Facebook
- your contact and marketing preferences

**How do we use your information** - The information we collect may be used to:

- Make available our Services to you
- Process your orders
- Take payment from you or give you a refund
- Make deliveries to you using third party couriers if necessary
- Help us ensure that our customers are genuine and to prevent fraud
- For statistical analysis
- Find ways to improve our Services
- Contact you about products and services from us, and
- Help answer your questions and solve any issues you have.

This information will be collected primarily from you as information voluntarily provided to us, but we may also collect it where lawful to do so from (and combine it with information from) public sources, third party

service providers, individuals who you have indicated have agreed for you to provide their personal information, government, tax or law enforcement agencies and other third parties.

**Payment Information** - We do not see or hold your payment information when we take orders from you online. All payments are processed securely by Global Payments.

We hold card details from telephone orders for only as long as it takes to process the order. The details are then destroyed.

**Electronic newsletters** - If the 'User' decides to opt-in to our Privilege Card Members mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the 'User' would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

**Who might we share your information with** - We will never sell, rent or otherwise distribute or make public your personal information, but we may need, in order to process your orders, to work with third parties.

**Our service providers** - We work with partners, suppliers and agencies so we can process your personal information on our behalf. We only share information that allows them to provide their services to us or to facilitate them providing their services to you. For example, one of our service providers maintains our website. We also need to give name and address details to Courier companies in order to process and deliver some orders.

#### **Other organisations and individuals:**

We may transfer your personal information to other organisations in certain scenarios. For example:

- If we're discussing selling or transferring part or all of a business, we may share information about you to prospective purchasers - but only so they can evaluate that business
- If we are reorganised or sold to another organisation, we may transfer information we hold about you to them so they can continue to provide the Services to you
- If required to by law, under any code of practice by which we are bound or we are asked to do so by a public or regulatory authority such as the Police or the Department for Work and Pensions;
- If we need to do so in order to exercise or protect our legal rights, users, systems and Services; or
- In response to requests from individuals (or their representatives) seeking to protect their legal rights or the rights of others.

#### **Site visitation tracking**

- Like most websites, our site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.
- Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor
- GA makes use of cookies, details of which can be found on [Google's developer guides](#). Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

#### **International transfers of your personal information**

From time to time we may transfer your personal information to our suppliers and agents based outside of the EEA for the purposes described in this privacy policy. For example if you a resident outside the EE and we need to ship your product to you. If we do this your personal information will continue to be subject to one or more appropriate safeguards set out in the law.

#### **Keeping you informed about our products and services**

If you sign up to our Privilege Card Members scheme, we would like to tell you about any offers and products and services that we think you might be interested in.

We won't send you marketing messages if you unsubscribe from our monthly e mails, by clicking the unsubscribe button at the bottom of the e-mail. If you wish to amend your marketing preferences, you can do so by calling us on 01845 524353 or emailing [caroline@whiterosebooks.co.uk](mailto:caroline@whiterosebooks.co.uk)

## **Your rights**

### **Access and correction of your personal information**

You have the right to access the personal information that we hold about you in many circumstances. If we agree that we are obliged to provide personal information to you (or someone else on your behalf), we will provide it to you or them free of charge.

Before providing personal information to you or another person on your behalf, we may ask for proof of identity (eg a copy of a driving licence or passport) and sufficient information about your interactions with us that we can locate your personal information.

If any of the personal information we hold about you is inaccurate or out of date, you may ask us to correct it.

If you would like to exercise these rights, please contact us as set out below.

**Right to stop or limit our processing of your data** - You have the right to object to us processing your personal information if we are not entitled to use it any more, to have your information deleted if you think we are keeping it too long or have its processing restricted in certain circumstances.

If you would like to exercise this right, please contact us as set out below.

**How long will we keep your information for?** - We will retain a record of your personal information. This is done in order to provide you with a high quality and consistent service. We will always retain your personal information in accordance with law and regulation and never retain your information for longer than is necessary.

**Links to other websites** - On our website, we sometimes provide you with links to other websites, but these websites are not under our control. Therefore we will not be liable to you for any issues arising in connection with their use of your information, the website content or the services offered to you by these websites. We advise you to consult the privacy policy and terms and conditions on each website to see how each supplier may process your information.

**Security** - We take security measures to protect your information including:

- limiting access to our buildings to those that we believe are entitled to be there .
- implementing access controls to our information technology, such as firewalls and passwords.

**Changes to this privacy policy** – **White Rose Books** has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We may also post a notification on the main page of our Site and send you an email. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

**Your acceptance of these terms** - By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

**Contact us** - If you would like to exercise one of your rights as set out above, or you have a question or a complaint about this policy, the way your personal information is processed, please contact us by one of the following means:

To the Data Processor, by email: [caroline@whiterosebooks.co.uk](mailto:caroline@whiterosebooks.co.uk) or to the Data Controller, by post: Susan Lake, Managing Director, White Rose BookCafe, 79-81 Market Place, Thirsk, N Yorkshire, YO7 1ET

You also have the right to lodge a complaint with the UK regulator, the Information Commissioner. Go to [ico.org.uk/concerns](http://ico.org.uk/concerns) to find out more.

### **Policy change**

This privacy policy was most recently updated in May 2018.