

# Our Privacy Policy

**This Privacy Notice became effective as of 25 May 2018.**

At Biddles Books Limited, we understand that we have a responsibility to protect and respect your privacy and look after your personal data.

This Privacy Notice, inclusive of our General Terms of Service, explains what personal data we collect, how we use your personal data, reasons we may need to disclose your personal data to others and how we store your personal data securely.

For clarity, Biddles Books Limited may be both data controller and data processor for your personal data under certain circumstances.

We must advise that this policy is subject to change, so please check our website on a regular basis for any further changes.

## **Data Protection law will change on 25 May 2018**

This Privacy Notice sets out your rights under the new laws.

### **Who are we?**

Biddles Books Limited is a book print broker based in Norfolk. Our registered office is at: Biddles Books Limited, Castle House, East Winch Road, Blackborough End, King's Lynn, Norfolk PE32 1SF and company number **08546421**.

### **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. The basis for processing your personal data includes, but is not limited to, your consent to contact you for customer service purposes.

### **How do we collect personal data from you?**

We receive information about you from you when you use our website, complete forms on our website, if you contact us by phone, email, or otherwise in respect of any of our products and services or during the purchasing of any such product.

### **What type of data do we collect from you?**

The personal data that we may collect from you includes your name, address, email address and phone numbers.

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

We use information about you in the following ways:

- To process orders that you have submitted to us;
- To provide you with products and services;
- To comply with our contractual obligations we have with you;
- To help us identify you and any accounts you hold with us;
- To provide customer care, including responding to your requests if you contact us with a query;
- 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 notify you about changes to our website and services;
- To provide you with information about products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.

## **Retention periods**

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

On the closure of your account, we may keep your data for up to 7 years after you have cancelled your services with us. We may not be able to delete your data before this time due to our legal and/or accountancy obligations. We may also keep it for research or statistical purposes. We assure you that your personal data shall only be used for these purposes stated herein.

## **Who has access to your personal data?**

For the avoidance of doubt, we do not and never shall sell your personal data to third parties for marketing or advertising purposes.

We may pass your personal data to third parties for the provision of services on our behalf (for example processing your payment). However, we will only ever share information about you that is necessary to provide the service and we have specific contracts in place, which ensure your personal data is secure and will not be used for any marketing purposes.

We may share your information if we are acquired by a third party and therefore your data will be deemed an asset of the business. In these circumstances, we may disclose your personal data to the prospective buyer of our business, subject to both parties entering into appropriate confidentiality undertakings. 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 Biddles Books Limited, 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. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

## **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 services or process the cancellation of your service.

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. If you choose not to receive marketing communications from us about our products and services, you will have the choice not to choose these by unsubscribing via Mailchimp which will remove you permanently from our mailing list.

We will not contact you for marketing purposes unless you have given us your prior consent.

## **Accessing and updating your data**

You have the right to access the information we hold about you. Please send an e-mail to [enquiries@biddles.co.uk](mailto:enquiries@biddles.co.uk) or write to us at Biddles Books Limited Ltd, Castle House, East Winch Road, Blackborough End, King's Lynn, Norfolk PE32 1SF so that we can obtain this information for you.

## **Links to other sites**

Biddles Books Limited may provide 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.

## **Where we store your personal data**

We follow accepted ISO standards to store and protect the personal data we collect, including the use of encryption if appropriate.

All information you provide to us is stored on our secured servers within the EEA. From time to time, your information may be transferred to and stored in a country outside the EEA in relation to provision of the services. The laws in these countries may not provide you with the same protection as in the EEA; however, any third party referred to above outside of the EEA has agreed to abide by European levels of data protection in respect of the transfer, processing and storage of any personal data. By providing your data to us, you agree to this transfer and storage. However, we will ensure that reasonable steps are taken to protect your data in accordance with this privacy notice.

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.

## **Liability**

We agree to take reasonable measures to protect your data in accordance with applicable laws.

## **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.

## **Contact us**

Please e-mail any questions or comments you have about privacy to us at [enquiries@biddles.co.uk](mailto:enquiries@biddles.co.uk)

## **Your right to make a complaint**

You have the right to make a complaint about how we process your personal data to the Information Commissioner:

<https://ico.org.uk/concerns/>

*Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF*

Tel: 0303 123 1113