

# JOHN SMEDLEY

## Privacy Policy

John Smedley Limited (“we” or “us”) are committed to protecting and respecting your privacy.

This policy (together with our [terms of website use](#) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the “Act”), the data controller is John Smedley Limited of Lea Mills, Matlock, Derbyshire, DE4 5AG.

### Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our site at [www.johnsmedley.com](http://www.johnsmedley.com) (“our site”). This includes information provided at the time of registering to use our site. Membership registration is free with no obligation to purchase goods and entitles members to receive a number of selected benefits.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of transactions you carry out through our site and of the fulfilment of your orders.
- Details of your visits to our site including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access.

### IP addresses and cookies

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to help combat fraud and create a safer shopping experience for our customers. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general Internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer’s hard drive. They help us to improve our site and to deliver a better and more personalised service. They enable us:

- To estimate our audience size and usage pattern.
- To store information about your preferences, and so allow us to customise our site according to your individual interests.
- To speed up your searches.
- To recognise you when you return to our site. You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you log on to our site.

### Where we store your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (“EEA”). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of

your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is stored on our secure servers. John Smedley payment pages are held on Worldpay secure servers. The Worldpay system is the most popular and established UK internet payment gateway. Any payment transactions will be encrypted using SSL technology. Worldpay employs encryption and firewalling techniques to provide the maximum security against fraud and hackers and is approved by all major UK acquiring banks. For more information about Worldpay products and systems click here [www.worldpay.com](http://www.worldpay.com).

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

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; 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.

#### **Uses made of the information**

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer;
- To send you our catalogue or provide you with information regarding special offers and new ranges that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes;
- To carry out our obligations arising from any contracts entered into between you and us and where necessary, to contact you to verify your registered details prior to shipping goods to you;
- To allow you to participate in interactive features of our service, when you choose to do so
- To notify you about changes to our service.

We may also use your data to provide you with information about John Smedley goods and services which may be of interest to you or we may contact you about these by post or telephone.

If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about our goods similar to those which were the subject of a previous sale to you.

If you are a new customer, we will contact you by electronic means only if you have consented to this.

If you do not want us to use your data in this way, please tick the relevant box situated on the registration form on which we collect your data.

We do not sell or disclose information to any third parties, whether in the UK or overseas, for marketing purposes.

#### **Disclosure of your information**

We may disclose your personal information to any member of our group.

We may disclose your personal information to third parties:

1. In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective sellers or buyers of such business or assets.
2. In the event that our assets are acquired by a third party, in which case the personal data of our customers will be one of the transferred assets.
3. If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of website use [insert link] or terms and conditions of sale [insert link] and other agreements; or to protect the rights, property, or safety of John Smedley, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction and processing payment through the Worldpay system.

**Your rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise your right to prevent such processing by ticking certain boxes on the registration form we use to collect your data. You can also exercise the right at any time by contacting us at [enquiries@johnsmedley.com](mailto:enquiries@johnsmedley.com).

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites 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.

**Access to information**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

**Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

**Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [enquiries@johnsmedley.com](mailto:enquiries@johnsmedley.com) or John Smedley Limited, Lea Mills, Matlock, Derbyshire, DE4 5AG. Alternatively, you can telephone us on 01629 534571 (international no. +44 1629 534571) or send a fax on 01629 534691 (international no. +44 1629 534691).

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