

## **PRIVACY POLICY**

This privacy policy sets out how [www.dress-2-impress.com](http://www.dress-2-impress.com) uses and protects any information that you give when you use this website.

Please be assured that we consider all of the information you share with us to be totally private and confidential. At no point will we share, rent or sell your personal information without your consent. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 5<sup>th</sup> April 2017.

### **What we collect**

We may collect the following information:

- Name and address
- Contact information including email address, and phone numbers.
- Demographic information such as postcode
- Other information relevant to contacting customer

### **What we do with the information we gather**

We require this information to provide you with a better service, and in particular for the following reasons:

- Internal record keeping, and providing you with the services we sell.
- A record of customers, orders, and dates.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about our products and services, which we think you may find interesting using the email address which you have provided.
- We will never sell or provide your information to any third party.
- All orders submitted online are processed through a secure checkout system provided by PAYPAL and consequently you are guaranteed the best security available. Paypal will never provide us with your paypal or any linked bank account details.
- All orders made by phone are processed by SQUARE UP Secure Virtual Terminal.

### **Security**

We are committed to ensuring that your information is secure. We protect your information using technical and administrative security measures to reduce the risks of loss, misuse, unauthorized access, disclosure and alteration. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Stored customer information is kept in a secure environment where accessed only to perform a specific job (for example administration).

### **Web Stats**

We use web traffic stats to identify which pages are being used. This contains date, time, browser and geographical statistics and not personal user data. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes.

These web stats help us provide you with a better website, by enabling us to monitor which pages users find useful and which you do not. These stats in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, complete only information you feel required for us to contact you on, provide you with our service.

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you would like a copy of the information held on you please email us on: [enquiries@dress-2-impress.com](mailto:enquiries@dress-2-impress.com)

If you believe that any information we are holding on you is incorrect or incomplete, please email us on: [enquiries@dress-2-impress.com](mailto:enquiries@dress-2-impress.com) as soon as possible. We will promptly correct any information found to be incorrect.

If you would like any information we are holding on you to be removed, please email us on: [enquiries@dress-2-impress.com](mailto:enquiries@dress-2-impress.com) as soon as possible. We will promptly remove any information you wish to be removed.