

## **And Other Memories**

### **Privacy Policy and Cookie Policy**

**24/05/2018**

#### **Background:**

**And Other Memories** understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. **Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site AND/OR You will be required to read and accept this Privacy Policy when signing up to our mailing list.** If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

#### **1. Definitions and Interpretation**

In this Policy the following terms shall have the following meanings:

<b>“Account”</b>	means an account required to access and/or use certain areas and features of Our Site;
<b>“Cookie”</b>	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;]
<b>“Our Site”</b>	means this website, <b><a href="http://www.andothermemories.com">www.andothermemories.com</a></b> ;
<b>“UK and EU Cookie Law”</b>	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015; and]
<b>“We/Us/Our”</b>	means <b>And Other Memories</b>

#### **2. Information About Us**

- 2.1 Our Site, **And Other Memories**, is **owned and** operated by **Ryde Productions**, a limited company registered in England under Company Number 8913241, of **22 Knivet Road, London SW6 1JH**.

### 3. **Scope – What Does This Policy Cover?**

This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site (whether We provide those links or whether they are shared by other users). We have no control over how your data is collected, stored or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

### 4. **What Data Do We Collect?**

Some data will be collected automatically by Our Site for further details, please see section 12 on our use of Cookies other data will only be collected if you voluntarily submit it and consent to Us using it for the purposes set out in section 5, for example, when signing up for an Account or to receive news. Depending upon your use of Our Site, We may collect some or all of the following data:

- 4.1 Name;
- 4.2 date of birth;
- 4.3 contact information such as email addresses and telephone numbers;
- 4.4 [demographic information such as post code, preferences and interests;]
- 4.5 IP address (automatically collected);
- 4.6 web browser type and version (automatically collected);
- 4.7 operating system (automatically collected);
- 4.8 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected);

### 5. **Why and How Do We Use Your Data?**

We collect such Non-personal and Personal Information for the following purposes:

- 5.1. To provide and operate the Services;
- 5.2. To provide our Users with ongoing customer assistance and general correspondence;
- 5.3. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
  - i. With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email AND/OR telephone] AND/OR text message AND/OR post with information, news and offers on Our products AND services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.
- 5.4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- 5.5. To comply with any applicable laws and regulations.

We may contact you to notify you regarding your transaction, to troubleshoot problems with your commission, to resolve a dispute, to collect fees or monies owed, to poll your opinions through

surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following basis applies:

- a) you have given consent to the processing of your personal data for one or more specific purposes;
- b) processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
- c) processing is necessary for compliance with a legal obligation to which we are subject;
- d) processing is necessary to protect the vital interests of you or of another natural person;
- e) processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and/or
- f) processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

## 6. **How and Where Do We Store Your Data?**

- 6.1. Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

- 6.2. We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it. In any event, We will conduct an annual review to ascertain whether we need to keep your data. Your data will be deleted if we no longer need it in accordance with the terms of our Data Retention Policy.
- 6.3. Your data will only be stored within the European Economic Area ("the EEA") (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein).
- 6.4. Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet.

## 6. **Do We Share Your Data?**

- 7.1 We may contract with third parties to supply products and services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law. We currently contract with: Paypal – for payments, your name, email, address and phone number are provided.
- 7.2 We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.
- 7.3 In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a

court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

## **8. How Can You Control Your Data?**

If you don't want us to process your data anymore, please contact us at [info@andothermemories.com](mailto:info@andothermemories.com) or send us mail to: And Other Memories, 22 Knivet Road, London SW6 1JH

- 8.1 When you submit information via Our Site, you may be given options to restrict Our use of your data. We aim to give you strong controls on Our use of your data (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details).
- 8.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

## **9. Your Right to Access Data, Withhold Information and Your Right to Withdraw Information After You Have Given it.**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [info@andothermemories.com](mailto:info@andothermemories.com) or send us mail to: And Other Memories, 22 Knivet Road, London SW6 1JH

- 9.1 You may access certain areas of Our Site without providing any data at all.
- 9.2 You may restrict your internet browser's use of Cookies. For more information, see section 12.
- 9.3 You may withdraw your consent for Us to use your personal data as set out in section in 5 at any time by contacting Us using the details set out above, and We will delete Your data from Our systems. However, you acknowledge this may limit Our ability to provide the best possible products and services to you.

## **10. What Cookies Do We Use and What For?**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session

information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

10.1 The following first party Cookies may be placed on your computer or device:

Cookie name	Life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_ses_\${Proxy-ID}_\${Site-ID}	Session	Security
incap_visid_\${Proxy-ID}_\${Site-ID}	Session	Security
nlbi_{ID}	Persistent cookie	Security
XSRF-TOKEN	Persistent cookie	Security
smSession	Two weeks	Identify logged in site members

## **11. Summary of Your Rights under GDPR**

Under the GDPR, you have:

- 11.1 the right to request access to, deletion of or correction of, your personal data held by Us;
- 11.2 the right to complain to a supervisory authority;
- 11.3 be informed of what data processing is taking place;
- 11.4 the right to restrict processing;
- 11.5 the right to data portability;
- 11.6 object to processing of your personal data;
- 11.7 rights with respect to automated decision-making and profiling (see section 12 below).

To enforce any of the foregoing rights or if you have any other questions about Our Site or this Privacy Policy, please contact Us using the details set out in section 13 below.

## **12. Automated Decision-Making and Profiling**

12.1 In the event that We use personal data for the purposes of automated decision-making and those decisions have a legal (or similarly significant effect) on You, You have the right to challenge to such decisions under GDPR, requesting human intervention, expressing their own point of view, and obtaining an explanation of the decision from Us.

12.2 The right described in section 12.1 does not apply in the following circumstances:

- a) The decision is necessary for the entry into, or performance of, a contract between the You and Us;
- b) The decision is authorised by law; or
- c) You have given you explicit consent.

12.3 Where We use your personal data for profiling purposes, the following shall apply:

- a) Clear information explaining the profiling will be provided, including its significance and the likely consequences;
- b) Appropriate mathematical or statistical procedures will be used;
- c) Technical and organisational measures necessary to minimise the risk of errors and to enable such errors to be easily corrected shall be implemented; and
- d) All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling.

### **13. Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at [info@andothermemories.com](mailto:info@andothermemories.com), or by post at And Other Memories, 22 Knivet Road, London, SW6 1JH. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

### **14. Changes to Our Privacy Policy**

We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.