

## Privacy Policy

At Tylers we're committed to protecting your privacy. This policy explains when and why we collect personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this policy from time to time so please check this page occasionally to ensure that you're happy with any changes, by using our website, you agree to be bound by this policy.

### Who are we?

We are a family run business specialising in the delivery of high quality personalised embroidered/printed clothing and products spanning a number of different market sectors. We run a number of webshops for various clubs, teams and schools over two dedicated websites and deal with a number of trade business customers too.

### How do we collect information from you?

We obtain information about you when you use our website, for example, when you contact us about products and services or if you make a purchase and register online to complete checkout.

### What type of information is collected from you?

The personal information we collect includes your name, address, email address, telephone number and information regarding what products you have purchased when you register your details with us. If you are making a simple enquiry we may collect your name, telephone number and email address.

If you enter into an agreement with us, for example to purchase items through the website, your payment information is not taken or held by us. It is collected by our third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

### How is your information used?

We may use our information to:

- Carry out our obligations in processing your order. This may include, and is not limited to, calling and/or emailing regarding the order you have placed
- Seek your views or comments to the services we provide
- Notify you of changes to our services
- Send you communications which you have requested;

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as it is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

## Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf: We may pass on your information to our third party service providers and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process orders and services and/or delivery of orders). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required by law, for example, by a court order for the purposes of prevention of fraud or other crime.

Third Party Product Providers we work in association with: We work closely with various third party product providers to bring you a range of quality and reliable products and services designed to fit the needs of our customers. We will never disclose your personal information to these providers unless they send a product to you directly, in circumstances which the items do not need personalisation and are time sensitive (which may be delayed by sending them through us). This is limited to trade customers only, and does not affect webshop customers. In some cases, they will be acting as a data controller of your information and we can advise you to read their Privacy Policy. These third party product providers will share your information with us and we will use in accordance with this Privacy Policy.

## Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about our exciting products and services and/or product offers, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact individuals for marketing purposes by email, phone or text message unless you have given your prior consent. You can change your marketing preferences at any time by contacting us by email: [office@tylers-sportswear.co.uk](mailto:office@tylers-sportswear.co.uk) or [sophie@tylershorseandcountry.co.uk](mailto:sophie@tylershorseandcountry.co.uk) (for equestrian and country customers only).

## How you can access and update your information

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. Current website customers can log into their accounts online and change their email address, telephone number and invoice/delivery addresses. Current trade customers can contact us via email and their customer record will be changed manually by an administrative member of staff.

You have a right to ask for a copy of the information Tylers hold about you.

## Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's all treated securely. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems, Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

### Use of 'cookies'

Like many other websites, the Tylers website(s) uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a more personalised service.

It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

## Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

## 16 or under

We are a responsible company and would like to protect the privacy of children aged 16 and under. If you are aged 16 and under, please get your parent/guardian's permission before completing any transaction with us or providing us with any of your personal information.

### Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside of the European Union ("EU"). By way of example, this may happen if you are ordering for delivery to another country located outside of the EU. These countries

may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

### **Review of this policy**

We keep this policy under regular review, this policy was updated May 2018 in line with new GDPR guidelines coming into force with new legislation.