

# PRIVACY POLICY

Effective: 16th May 2018

## PRIVACY POLICY

Ahead of the General Data Protection Regulation (EU)(GDPR) law effective from 25th May 2018 our updated Privacy Policy outlines how we Dangerous Apparel Ltd gather, store and use your personal data solely within our business.

We do not sell or distribute your information to third parties.

## CHANGES TO THIS PRIVACY POLICY

### DATA COLLECTION:

Collection of Personal Data: Cookie & Anonymous Data

When you visit our website we use cookie data which is stored in third party tools. Rest assured this isn't personal information about you, instead it allows us to see which pages visitors go to, where they are in the world and how you view our website to make improvements to our website.

These third parties include Google Analytics, Facebook and Wix Analytics and Royal Mail/DHL. These third parties do not have access to you personal data.

## COLLECTION OF PERSONAL DATA: PLACING AN ORDER

When you place an order via Dangerous Apparel Ltd online or via the telephone information is collected directly from you to fulfil your order. Including product information for size and colour, address detail, telephone

number and email address. All of this data is kept on a secure server and can only be accessed by Dangerous Apparel Ltd administrators. This information is used to dispatch your order via postal service, send you order confirmations and dispatch emails. Occasionally your telephone number will be used if there is an issue with your order and we are unable to contact you via email.

We use third party companies to take payments via our website including PayPal and Stripe (card payments). We don't store any payment details. Both of these payment options are SSL secure and have encryption technology to protect your details.

Each third party have their own T&C's regarding how they use your information, we are not responsible for their policies.

## **COLLECTION OF PERSONAL DATA: EMAIL ADDRESS/SIGN UPS**

We operate a weekly mailing list which requires your email address to be voluntarily submitted.

These email addresses are stored securely within our internal systems and third party Email Service Provider; WiX.

You can unsubscribe at any time from our emails by clicking 'unsubscribe' on the bottom of every email or by contacting us on [sales@dangerousapparel.co.uk](mailto:sales@dangerousapparel.co.uk)

When you unsubscribe from marketing emails you will still receive emails relating to order placed like order confirmations, order dispatch emails.

Placing an order doesn't automatically add you to this mailing list.

## COLLECTION OF PERSONAL DATA: SURVEYS

Occasionally we contact our email database and social media users to give Dangerous Apparel Ltd feedback on our products and services for future product development.

All of the data submitted within the survey is anonymous and we can't link answers with a particular user. However, on some instances we offer prize draws which requires an email address.

This email address will only be used to contact the prize draw winner (s) and not for marketing purposes (only if previous opted out of marketing communications).

## COLLECTION OF PERSONAL DATA: CONTACTING US

If you contact Dangerous Apparel Ltd via email, telephone, live chat or social media channels you may need to provide additional information to allow us to answer your query.

Information may include email address, order number, post code or surname.

This information will only be used to solve your query. However, third party channel like twitter, facebook, and live chat may store you messages. On request these can be deleted.

Only direct employees of Dangerous Apparel Ltd have access to these channels.

## USE OF PERSONAL DATA:

Within Dangerous Apparel Ltd we will use your data to complete your order and contact you for various scenarios relating to your order with us.

Some of these instance may include but are not limited to being contacted about your order from our customer service team relating to stock issues, delivery and dispatch times. Based on feedback sent to us. If you've won any of our competitions via our website or social media channels.

If you're signed up for our marketing communications we will contact you with email regarding new products, and other marketing promotions which we think you may be interested in.

We keep customer data for the sole use of Dangerous Apparel Ltd. When you place an order we keep these details on a secure system for business use with regards to category, size and country.

If you're on our email database we may send emails based on your location, products purchased and sizing when we feel they may be relevant to you.

## OPT-OUT

You can opt-out of all marketing communication at any point by contacting our customer service team or on the unsubscribe button on every email.

If you opt-out to marketing communications you will still receive order confirmations and dispatch emails relating to any future order placed with Dangerous Apparel Ltd.

## THIRD PARTY SITES

We use some third party applications to monitor site analytics, re-marketing software and for email marketing.

These third parties include Google Analytics, Facebook and WiX and Royal Mail/DHL.

These third parties do not have access to you personal data.

## DATA ACCESS AND CORRECTION

You can request the data held on you/amend the information we have in writing at any point. We will ask for identification to confirm you are the person requesting the data. Either via [sales@dangerousapparel.co.uk](mailto:sales@dangerousapparel.co.uk) or via the post.

## USE OF PERSONAL DATA FOR CREDIT CHECKING

When placing an order through our website our payment gateway makes sure the credit/debit card being used belongs to the cardholder.

Our payment providers PayPal and Stripe will do validation checks based on the name, address and postcode being entered on to the Dangerous Apparel website before a payment is authorised.

When you accept our terms and conditions and process a payment you agreed to these validation checks taking place.

## QUESTIONS

If you have any questions regarding our privacy policy or the information we store please do not hesitate to contact us on any of the below.

Email: [sales@dangerousapparel.co.uk](mailto:sales@dangerousapparel.co.uk),

Phone +44 (0) 7624 267265 or

Post: Dangerous Apparel Ltd, 1st Floor Robinson's, 30 - 32 Woodbourne Road, Douglas, Isle of Man. IM1 3AL

