



## **PRIVACY POLICY**

AV Works Limited respects your privacy and is committed to protecting your personal data. This privacy statement will inform you as to how we look after your personal data and tell you about your privacy rights. This Policy is effective 21<sup>st</sup> May 2018.

### **Purpose of this Privacy Statement**

This privacy statement aims to give you information on how AV Works Ltd collects and processes your personal data when you interact with us, such as, through your use of our website, or when you purchase a product or service from us.

### **Keeping us informed of changes**

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes.

### **Third-Party Links**

Our website may include links to third-party websites, plug-ins or applications. Clicking on those links or enabling those connections may allow third-parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of the other websites you visit.

### **The data we collect about you**

Personal data or personal information, means any information about an individual from which that person can be identified.

We may collect, use, store or transfer different kinds of personal data about you which may be as follows:

Identity data includes first name, last name, username or similar identifier and gender.

Contact data includes billing address, delivery address, email address and telephone numbers.

Financial data includes bank account and credit history.

Transaction data includes details about payments to and from you and other details of products and services you have purchased from us.

Purchases or orders made by you, your preferences, feedback and survey responses.

Usage data includes information about how you use our website.

Preference data includes your preferences in receiving marketing from us and your communication preferences.

We do not collect any 'Special Categories of Personal Data' about you (this includes details about your religious beliefs, sexual orientation, race or ethnicity).

### **If you fail to provide personal data**

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide data when requested, we may not be able to perform the contract we have with you to provide goods or services. In this instance, we may have to cancel a product or service but we will notify you at the time if this is the case.

### **How your personal data is collected**

We use different methods to collect data from and about you.

Direct interactions – you may give us your details by direct contact, filling in forms or by corresponding with us by post, phone or email. This includes personal data you provide when you: purchase products or services from us

create an account with us

subscribe to a service from us

request marketing or product information

Complete a survey

Give us feedback

Automated technologies – as you interact with our website we may automatically collect technical data about your browsing actions and patterns. We collect this data by using cookies, server logs and other similar technologies.

Third parties or publicly available sources -  
analytics providers  
vendor and reseller partners  
credit reference, fraud prevention or government agencies  
providers of technical, payment and delivery services  
publicly available sources such as Companies House

### **Purposes for which we will use your personal data**

We will only use your personal data as the law allows us to -

To register you as a new customer.

To process and delivery of your order including: manage payments, fees and charges and collect and recover money owed to us

To manage our relationship with you which may include: notifying you about changes to our terms, asking you to leave a review or complete a survey and to respond to refund requests and complaints

To administer and protect our business and websites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).

To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we provide to you.

To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.

To make suggestions and recommendations (by telephone, text messages, email, social media messages and post) to you about goods or services that may be of interest to you.

Third party direct marketing communications, for example from our vendor partners

If we discover any criminal activity or alleged criminal activity through fraud monitoring and suspicious transaction monitoring.

To send you communications required by law or which are necessary to inform you about any changes to the services and products we provide to you.

To comply with our contractual or legal obligations to share data with credit reference, fraud prevention and law enforcement agencies.

## **Marketing**

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

### **Promotional offers from us**

We may use your identity, contact, usage and profile data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you registered for a promotion and you have not opted out of receiving that marketing.

### **Third-party marketing**

We will get your opt-in consent before we share your personal data with any company outside the marketing purposes.

### **Opting out**

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

### **Credit reference checks**

The personal data that we have collected from you when setting up an account may be shared with credit reference and fraud prevention agencies who use it to prevent fraud and money laundering and to verify your identity.

### **Disclosures of your personal data**

We may have to share your personal data with the parties as below:

Service providers acting as processors who provide IT and system administration services, delivery couriers, credit reference and for fraud management.

Professional advisors including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.

HM Revenue & Customs, regulators and other authorities and law enforcement bodies

Vendor partners and reseller partners

### **Data Retention**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

### **Your Legal Rights**

#### **The right to access your personal data**

At any point you can contact us to request details concerning the information we hold about you, why we have that information, who has access to the information and where we got the information. In most cases you may be entitled to copies of the information we hold concerning you. Once we have received your request we will respond within 30 days.

#### **The right to correct and update the personal data we hold about you**

If the data we hold about you is out of date, incomplete or incorrect, you can inform us and we will ensure that it is updated.

### **The right to have your personal data erased**

If you feel that we should no longer be using your data or that we are illegally using your data, you can request that we erase the data we hold. When we receive your request, we will confirm whether the data has been deleted or tell you the reason why it cannot be deleted.

### **The right to object to processing of your personal data**

You have the right to request that we stop processing your data. Upon receiving the request, we will contact you to tell you if we are able to comply or if we have legitimate grounds to continue. If data is no longer processed, we may continue to hold your data to comply with your other rights.

### **The right to ask us to stop contacting you with direct marketing**

You have the right to request that we stop contacting you with direct marketing. On promotional emails we provide an 'unsubscribe' link at the bottom of the email which will unsubscribe you from that service. You can also unsubscribe at any time by emailing us at: [info@av-works.com](mailto:info@av-works.com).

If you wish to opt out with respect to more than one email address, you must complete a separate request for each email address.

### **The right to data portability**

You have the right to request that we transfer your data to another controller. Once we have received your request, we will comply where it is feasible to do so.

### **The right to object to automated decision making / profiling**

You have the right to request that we stop profiling you in relation to our direct marketing practice. You can inform us and we will deal with your request accordingly.

## **Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about about your preferences.

We use traffic log cookies to identify which pages are being used. 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 and then the data is removed from the system.

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

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can modify your browser setting to decline cookies if you prefer. Please note this may prevent you from taking full advantage of our website.

### **Contact details**

Should you have any questions please contact us as follows:

- Email us at: [info@av-works.com](mailto:info@av-works.com)

- Or write to us at: AV Works Ltd, 18 Blaydon Business Centre, Cowan Road, Blaydon Tyne & Wear NE21 5TW

You have the right to make a complaint at any time to the Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

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