

## **Privacy Policy - The Loyal Local Card**

### **Introduction**

We operate our site. We are Loyal Local Card, our registered office is at Foxwood House, Thaxted Road, Saffron Walden, CB11 3LS

This privacy policy applies to our website [www.loyal-local-card.co.uk](http://www.loyal-local-card.co.uk) Last updated: May 2019

### **How we collect your data**

When you visit our website, we collect personal data.

Information you provide to us directly: This is information you provide via our contact forms on our website or when you register as a member with us and includes your name, address, telephone number, email address and date of birth, together with any other information you specifically set out in a contact form but which we do not explicitly request.

Information we collect automatically: We collect some information about you automatically using cookies. A cookie is a small text file that's placed on your computer or mobile device when you visit our website. Information gathered in this way may include your IP address, which pages you visited and which links you clicked on. This information enables us to understand how visitors use and find our website and allows us to improve our website. We use Google Analytics and Google AdWords and the information gathered does not personally identify you.

### **How we use your data**

When we collect personal data we only use it to initially respond to any queries or comments you may submit and thereafter only:

- to perform our contract with you if you sign up as a member;
- where we have legitimate interests to process the personal data e.g. to enhance or develop our website/services, or to advise you that your membership is due to expire; or
- in accordance with a legal obligation.

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our membership 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.

### **Sharing your information**

We will only share your personal data with third party service providers and partners who assist us in supporting the delivery of or provide functionality on the website, or to perform our contract with you. Where we use data processors in this way we have written contracts in place which enable us to retain control of the data. As we post out our membership cards we will also need to share your name and address with Royal Mail.

We may use the personal data we collect about you to produce aggregated and anonymised analytics and reports, which we may share with third parties in which case you are never personally identifiable.

We may also need to share your personal data with regulators, law enforcement bodies, government agencies, courts or other third parties where necessary to comply with applicable laws or regulations.

### **How long do we keep your personal data?**

The length of time we keep your personal data depends on what data it is and whether there is an ongoing business need to retain it, for example in order to comply with legal, tax or accounting requirements.

We only retain your personal data for as long as we have a business relationship with you and for a period of time afterwards where we have an ongoing business need to retain it. This usually means any personal data is deleted after six years following the end of our final dealing with you.

### **Your rights**

Under the GDPR you have the following rights:

- to know what personal data we hold about you and to ensure it is correct and up to date
- request a copy of your personal data, or ask us to restrict processing/delete your personal data
- object to our continued processing of your personal data

You can exercise these rights at any time by sending an email to [info@loyal-local-card.co.uk](mailto:info@loyal-local-card.co.uk)

If you are not happy with how we are processing your personal data you can complain to the Information Commissioners Office at [www.ico.org.uk](http://www.ico.org.uk), however in the unlikely event that this is the case please do let us know by emailing [info@loyal-local-card.co.uk](mailto:info@loyal-local-card.co.uk) and we will do our best to resolve your concerns.