

Data Privacy Notice

D&D London – Gift Shop

1. What is the purpose of this Privacy Notice?

Your ‘personal data’ or ‘personal information’ is any piece of information that would allow us to identify you as an individual. The processing of personal data is governed by the EU General Data Protection Regulation (the “**GDPR**”) and national laws that supplement the GDPR in each European Economic Area (EEA) country.

We take your privacy very seriously, and this document sets out what personal information we collect from you, how we intend to use it and what your rights in respect of that information are.

2. Who controls your personal information, and how do you get in touch?

The controller of your personal information is **D&D London Ltd** (“we”, “us”, “our”). Should you have any query in respect of your personal information, you can contact us at the following:

Data controller	D&D London Ltd
Website	https://www.danddlondon.com
Address	16 Kirby Street, London EC1N 8TS, United Kingdom
Telephone	020 7716 0716
Email	dataofficer@danddlondon.com

You also have the right to lodge a complaint with our supervisory authority, the **Information Commissioner’s Office**, which can be contacted at the following:

Supervisory Authority	UK Information Commissioner
Website	https://ico.org.uk/concerns/
Address	Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom
Telephone	0303 123 1113
Email	https://ico.org.uk/global/contact-us/email/

3. What information do we collect about you?

We collect the following information from you for the purpose of processing your order on our online gift shop:

- Your full name;
- Your email address;
- Your telephone number;
- Your billing address;

- Your delivery address; and
- Your payment information.

4. How do we collect your personal information?

We collect your personal information directly from you, when you place an order on our online gift shop.

5. What is our legal basis for collecting and using your personal information?

We will use your personal information in the following ways and for the following purposes:

Your information	Purpose	Legal basis
<ul style="list-style-type: none"> - Your name; - Your email address; - Your telephone number; - Your billing address; - Your delivery address; - Your payment information. 	Processing and delivering your order.	We need this information to perform our contractual obligations to you (i.e. to deliver the items to you).

6. What if you do not want to provide your personal information?

You do not have to provide your personal information to us. However, should you choose not to provide it, we will be unable to process your order on our online gift shop.

7. How is your personal information protected?

We maintain strong physical, electronic and procedural safeguards to protect the confidentiality, integrity and availability of your personal information. In particular, we have taken appropriate security measures against illegal and/or unauthorised access to your personal information, and against the accidental loss of, or damage to, it.

8. Do we share your personal information with anyone?

Our email solution provider and our order processing system provider will have access to your personal information. We will also need to share your data with Royal Mail, other postal services or couriers in order to deliver your purchase. This is necessary for us to fulfil your order and to provide you with an order confirmation and an electronic receipt.

We may also need to share your personal information with the following in limited circumstances:

- IT security providers;
- Insurers;
- External advisors (for example solicitors or auditors); and
- Public authorities or law enforcement.

Any time we provide access to your personal information to someone else, we will ensure that it is adequately secured to protect your privacy.

9. Will your personal information be transferred outside of the EEA?

If you are located in a European Economic Area (“**EEA**”) country, we may need to transfer your personal information outside of the EEA, for example where our data storage facilities are located in another country.

If that is the case, we will have put adequate, legally-approved safeguards in place to ensure the protection of your privacy, fundamental rights and freedoms while your information is located outside of the EEA. If you would like more information about those safeguards, please contact us using the details inserted in Section 2 above.

10. How long do we keep your personal information?

The information that we collected for the purpose of processing your purchase will be kept for a period of six (6) years following the date of your order. We need to retain it for business records, and in case of a dispute relating to the order.

Your payment information will be kept for a period of two (2) years following the date of the payment. We need to retain it as instructed by our payments processor, and in the event of a dispute relating to your payment.

We may sometimes need to keep a copy of your personal information for a longer period, for example in the event of a dispute, to investigate a data breach or to comply with legal requirements. We will never keep your personal information for longer than necessary.

In all cases, your personal information will be securely destroyed once the retention periods described above expire.

11. What are your rights in respect of your personal information?

You have rights in respect of the personal information we hold on you, including the right to ask us to:

- **inform** you on how we collect and use it (this Privacy Notice is designed to do that);
- provide you **access** to the information we hold on you;
- **rectify** it if you believe that it is incorrect;
- **delete** it (only to the extent we rely on your consent to use it);
- provide you with a **copy** of any information we hold on you; and
- **stop processing or using** it temporarily (only to the extent it is practical for us to do so).

Should you want to exercise any of those rights, please contact us using the details set out in Section 2 above.

12. Will we do anything else with your information in the future?

We may associate your personal information to a unique user code on our systems for operational purposes, which allows us to deliver the best service to you.

13. Consent

Where consent is used to process your data, you have the right to withdraw your consent at any time and ask us to stop processing your data.

We will tell you about the implications of doing this and follow your wishes as required.

14. Changes to this Privacy Notice

We may need to make changes to this Privacy Notice in the future (for example, to comply with new legal requirements).

Where that is the case, we will provide you with a revised Privacy Notice on our website, which you will be able to access in the same way you accessed this version.

**This Privacy Notice was last updated on [22/05/18]*