

# Cookie Privacy Notice

## D&D London – Website cookies

### **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 implement 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.

We encourage you to keep a copy of this Privacy Notice for your records.

### **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:

<b>Data controller</b>	<b>D&amp;D London Ltd</b>
Website	<a href="https://www.danddlondon.com">https://www.danddlondon.com</a>
Address	16 Kirby Street, London EC1N 8TS, United Kingdom
Telephone	<a href="tel:02077160716">020 7716 0716</a>
Email	<a href="mailto:datacontroller@danddlondon.com">datacontroller@danddlondon.com</a>

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:

<b>Supervisory Authority</b>	<b>UK Information Commissioner</b>
Website	<a href="https://ico.org.uk/concerns/">https://ico.org.uk/concerns/</a>
Address	Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom
Telephone	<a href="tel:03031231113">0303 123 1113</a>
Email	<a href="https://ico.org.uk/global/contact-us/email/">https://ico.org.uk/global/contact-us/email/</a>

### **3. What information do we collect about you, and for what purpose?**

Cookies are a standard feature of websites that allow us to store small amounts of data on your computer about your visit to the Site. Cookies help us to learn which areas of the Site are useful and which areas need improvement. We also use these files to provide access to marketing and re-marketing information. These files contain a unique code to you and can be considered personal data under the GDPR.

#### **4. How do we collect your personal information?**

We collect your personal information through different methods, including:

- **Information you give us.** You may give us your identity, contact and financial data when you fill in our contact forms, make a purchase from any of our websites or create an account with us. We may store some or all information in encrypted format in a cookie on your computer.
- **Information we automatically collect about you.** We may automatically collect technical data about your equipment, browsing actions and patterns as you interact with our websites. We collect this personal data by using cookies and other similar technologies.
- **Information we receive from other sources.** We may receive personal data about you from various third parties and public sources. For example, we may receive:
  - technical data from analytics providers; ○ cookies that allow third party review or interaction with our website that have been saved on your computer from other websites you have visited; and
  - identity and contact data from selected business partners, data brokers or aggregators.

We may also collect, use and share aggregated data such as statistical or demographic data for any purpose if you cannot be identified in any way. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. However, if we combine or connect aggregated data with your personal information so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Please be aware that our websites may include links to third party websites, plug-ins and 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.

Generally, we do not rely on consent as a legal basis for processing your personal information other than in relation to sending direct marketing communications to you by electronic means or permitting our selected third parties to do so. You have the right to withdraw consent to marketing at any time by contacting us.

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

We will use your personal information (i.e. the cookie) for different things depending on the cookie that we set on your system. Each will be broken down to be clear on their purposes.

Essential Cookies. Essential cookies enable you to navigate the Site and to use its services and features. Without these cookies our website will not perform as smoothly and you may lose connectivity to it, and we may not be able to provide our websites or certain services or features. These cookies are:

Cookie name	Purpose	1 <sup>st</sup> / 3 <sup>rd</sup> Party Cookie	Legal basis
PHPSESSID	Used to connect multiple request made in a single session.	1 <sup>st</sup> Party	We need this information for our legitimate interests as the controller of this data as it allows us to provide a functional site to you
woocommerce_cart_hash	Used to ensure the security and integrity of the ecommerce session	1 <sup>st</sup> Party	We need this information for our legitimate interests as the controller of this data as it allows us to provide a functional site to you
woocommerce_items_in_cart	Used to track items in the shopping cart of the ecommerce session	1 <sup>st</sup> Party	We need this information for our legitimate interests as the controller of this data as it allows us to provide a functional site to you
wp_woocommerce_session_*	Used to manage your unique session within the ecommerce process	1 <sup>st</sup> Party	We need this information for our legitimate interests as the controller of this data as it allows us to provide a functional site to you

Social Media Cookies. Social media cookies collect information about social media usage, and allow us to provide information through social media to you. These cookies are:

Cookie name	Purpose	1 <sup>st</sup> / 3 <sup>rd</sup> Party Cookie	Legal basis
_atssc	AddThis Tools provide website owners with the capability to enable users of their websites to share webpages, blogs, news, photos, videos, and other content with social networks and other destinations via a browser plug-in or website plug-in	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data
bku cw_id loc mus na_id na_tc notice_gdpr_prefs notice_preferences oid SSC UID UVC	We use AddThis to allow website visitors to share content on our website across popular social media networks. It also stores an updated page share count.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data

Analytics Cookies. Analytics cookies collect information about your use of our websites, and enable us to improve the way it works. Analytics allow us to see which are the most frequently visited pages, how you use the site, or record any difficulties you may have. We use the information to improve the site and optimise it for most users that we have. It also allows us to ensure that there is enough capacity in the system to service your needs. These cookies are:

Cookie name	Purpose	1 <sup>st</sup> / 3 <sup>rd</sup> Party Cookie	Legal basis
_atuvc	Used to show an updated share count for an article, if you yourself share it and return to page later, but before the sharing cache was updated. No info from this cookie is sent back to AddThis. It is created and used only on the client.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data

_atuvs	Used to show an updated share count for an article, if you yourself share it and return to page later, but before the sharing cache was updated. No	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data
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	info from this cookie is sent back to AddThis. It is created and used only on the client.		
_utma	Used to differentiate between users and sessions. Updated whenever new data is sent to Google Analytics.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_utmb	Used to identify new sessions and visits. Updated whenever new data is sent to Google Analytics.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_utmc	Obsolete. Used today only to ensure interoperability with out-of-date browser versions. Historically used in combination with _utmb to determine if a user was in a new session/visit.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_utmt	Used to throttle the request rate.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites

_utmz	Used to keep track of the traffic source or campaign, revealing some information on how the user reached the website. Updated whenever new data is sent to Google Analytics.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
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_gat_UA-43180096-27	This is used by Google Analytics to be able to throttle request rates	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_gat_gtag_UA_*	This is used by Google Analytics to be able to distinguish users from each other	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_gat	This is used by Google Analytics to be able to throttle request rates	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_ga	This is used by Google Analytics to be able to distinguish users from each other	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites

_gid	This is used by Google Analytics to be able to distinguish users from each other	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_hjIncludedInSample	Hotjar cookie. This session cookie is set to let Hotjar know whether that visitor is included in the sample which is used to generate funnels.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
gwcc	This cookie allows Google to track any call conversions on mobile devices. For example, if a customer is clicking a phone number on the contact us page to dial from their mobile device.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
Mf_user	This cookie establishes whether the user is a returning or first-time visitor. This is done simply by a yes/no toggle - no further information about the user is stored.	1 <sup>st</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites
_msuuid_aq9rgzq7u0	If a Marin Software Customer uses Marin Tracker, the Marin Software Services application collects Visitor Data regarding the online activities of the visitors of a Customer Website by placing a persistent cookie on the computer, smart phone, tablet or other device ("Device") that a Visitor uses to visit a Customer Site.	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data to perform analytics on our websites

Advertising Cookies. Advertising cookies are set to display targeted promotions or advertisements based from us on this website and on others that you may visit. Other websites that we interact with may interact with the 3<sup>rd</sup> party cookies that we set to allow us to advertise our services via these platforms. These cookies collect information about your activities on this and other sites to provide you targeted advertising. These cookies are:

Cookie name	Purpose	1 <sup>st</sup> / 3 <sup>rd</sup> Party Cookie	Legal basis
pys_fb_pixel_traffic_source	Facebook Custom Audience cookie is a remarketing and behavioural targeting service provided by Facebook, Inc. that connects us with the Facebook advertising network	3 <sup>rd</sup> Party	We need this information for our legitimate interests as the controller of this data

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

We collect your personal information automatically using technical means as and when you use our website. It is important to understand the difference in the cookies that we use. Our websites use both 1st party cookies (which are set by the Site being visited) and 3rd party cookies (which are set by a server located outside of the site that you have visited).

You do not have to provide your personal information to us. However, should you choose not to provide it, you may be unable to use our website and will not be able to request our assistance. Where we need to collect personal data by law or under the terms of a contract we have with you (e.g. if you try to buy anything from us) and you fail to provide it when requested, we may not be able to perform the contract we have or are trying to enter into with you and may have to cancel the product and/or service you have with us (but we will notify you at the time if this is the case).

You can choose whether to accept cookies by changing the settings on your browser. Information about the procedure to enable or disable cookies can be found on your Internet browser provider's website via its help menu or further information can be found at: <http://www.allaboutcookies.org/manage-cookies/index.html>. However, if you disable this function, your experience on our websites may be reduced and some features may not work as intended.

#### **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. 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?**

Data is shared as part of the usage of the website with several parties outside of D&D London that allow us to process your data. These parties, and the purposes for sharing the data, are set out below:

Google	Google Analytics privacy policy can be found at: <a href="https://support.google.com/analytics/answer/6004245?hl=en">https://support.google.com/analytics/answer/6004245?hl=en</a>
Addthis	Addthis allow you to share social media, blogs and items about us. We can track this information so we know how our marketing solutions are working. Their privacy policy can be found at: <a href="http://www.addthis.com/privacy/privacy-policy/">http://www.addthis.com/privacy/privacy-policy/</a>
HotJar	Allows us to understand what users want, care about and interact with on your site by visually representing their clicks, taps and scrolling behaviour. Their privacy policy can be found at: <a href="https://www.hotjar.com/legal/policies/privacy">https://www.hotjar.com/legal/policies/privacy</a>
Mouseflow	This website uses Mouseflow: a website analytics tool that provides session replay, heatmaps, funnels, form analytics, feedback campaigns, and similar features/functionality. Mouseflow may record your clicks, mouse movements, scrolling, form fills (keystrokes) in non-excluded fields, pages visited and content, time on site, browser, operating system, device type (desktop/tablet/phone), screen resolution, visitor type (first time/returning), referrer, anonymized IP address, location (city/country), language, and similar meta data. Mouseflow does not collect any information on pages where it is not installed, nor does it track or collect information outside your web browser. If you'd like to opt-out, you can do so at <a href="https://mouseflow.com/opt-out">https://mouseflow.com/opt-out</a> . If you'd like to obtain a copy of your data, make a correction, or have it erased, please contact us first or, as a secondary option, contact Mouseflow at <a href="mailto:privacy@mouseflow.com">privacy@mouseflow.com</a> .  For more information, see Mouseflow's Privacy Policy at <a href="http://mouseflow.com/privacy/">http://mouseflow.com/privacy/</a> .  For more information on Mouseflow and GDPR, visit <a href="https://mouseflow.com/gdpr/">https://mouseflow.com/gdpr/</a> .
Marin Software	This allows us to unite advertising across search and social, connecting us to customers wherever they are. Their privacy policy can be found at: <a href="http://www.marinsoftware.co.uk/privacy/privacy-central">http://www.marinsoftware.co.uk/privacy/privacy-central</a>
Facebook	Allows us to set re-marketing cookies that when you interact with Facebook acts as targeted advertising so our adverts will appear if you have been on our website. Facebooks privacy policy can be found at: <a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a>
Microsoft	Microsoft provide our email service and when you use our contact us forms these will be <a href="https://products.office.com/en-us/business/office-365-trustcenter-privacy">https://products.office.com/en-us/business/office-365-trustcenter-privacy</a>

Web agencies	These companies provide our websites and write the code so it can be displayed within your web browser.
Hosting providers	These provide the physical devices that we use to host the website and provide the connectivity so that you can access it.

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.

Your personal information may also be shared with our sponsors, partners, advertisers, advertising networks, advertising servers and analytics companies or other third parties in connection with marketing, promotional, and other offers. It may also be shared with third parties we identify at the time you provide your personal information (for example, if you were directed to our website from another site). We are not responsible for these sites or their content, products, services or privacy policies or practices.

Any time we provide access to your personal information to someone else, we will ensure that it is adequately secured to protect your privacy and that they comply with the requirements of the applicable data protection legislation.

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

If you are a resident of a country in the EEA, we may need to transfer your personal information outside of the EEA, for example where our data storage facilities or processing locations are in another country.

Whenever we transfer your personal data outside of the EEA, we ensure a similar degree of protection is afforded to it by putting adequate, legally-approved safeguards in place, including at least one of the following:

- we will only transfer your personal information to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission;
- where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe; or
- where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US.

If you would like more information about our safeguards, please contact us using the details inserted in Section 2 above.

### **10. How long do we keep your personal information?**

We will only retain your personal data for as long as necessary to fulfil the purposes we hold it for, including for the purposes of satisfying any legal, accounting or reporting requirements. In general, we will need to keep the information that we collect from you for the following periods of time:

Cookie Name	Retention period	Third party data privacy notice
PHPSESSID	Session	1 <sup>st</sup> party so covered by this data privacy notice
woocommerce_cart_hash	Session	1 <sup>st</sup> party so covered by this data privacy notice
woocommerce_items_in_cart	Session	1 <sup>st</sup> party so covered by this data privacy notice
wp_woocommerce_session_*	Expires 48 hours after time set	1 <sup>st</sup> party so covered by this data privacy notice
_atssc	Expires 2 years after date set	<a href="http://www.addthis.com/privacy/privacypolicy/">http://www.addthis.com/privacy/privacypolicy/</a>
_atuvc	Expires 2 years after date set	<a href="http://www.addthis.com/privacy/privacypolicy/">http://www.addthis.com/privacy/privacypolicy/</a>

_atuvs	Expires 30 minutes after time set	<a href="http://www.addthis.com/privacy/privacypolicy/">http://www.addthis.com/privacy/privacypolicy/</a>
_utma	Expires 2 years after date set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_utmb	Expires 30 minutes after time set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_utmc	Session only	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_utmt	Expires 10 minutes after time set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>

_utmz	Expires 6 months after date set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_gat_UA-43180096-27	Expires 1 minute after time set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_gat_gtag_UA_*	Expires 1 minute after time set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_gat	Expires 1 minute after time set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_ga	Expires 2 years after date set	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_gid	24 hours	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
_hjIncludedInSample	Expires 1 year after date set	<a href="https://www.hotjar.com/legal/policies/privacy">https://www.hotjar.com/legal/policies/privacy</a>
Gwcc	24 hours	<a href="https://goog.le/cookies">https://goog.le/cookies</a> and <a href="https://goog.le/privacy">https://goog.le/privacy</a>
Mf_user	Expires 90 days after date set	<a href="https://mouseflow.com/privacy/">https://mouseflow.com/privacy/</a>
_msuuid_aq9rgzq7u0	24 hours	<a href="http://www.marinsoftware.co.uk/privacy/privacy-central">http://www.marinsoftware.co.uk/privacy/privacy-central</a>
pys_fb_pixel_traffic_source	Session	<a href="https://www.facebook.com/about/privacy/">https://www.facebook.com/about/privacy/</a>

bku cw_id loc mus na_id na_tc notice_gdpr_prefs notice_preferences oid SSC UID UVC	Expires 1 year after date set	<a href="http://www.addthis.com/privacy/privacypolicy">http://www.addthis.com/privacy/privacypolicy</a>
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We may sometimes need to keep a copy of your personal information for a longer period, for example in the event of an incident, 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 (only to the extent we rely on your consent to use it); and
- **stop processing or using** it temporarily (to the extent it is practical for us to do so).

You can also **object to our use of your personal information for our legitimate purposes** at any time.

Should you want to exercise any of those rights, please contact us using the details set out in Section 2 above. We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

Our partners use automated decision making for the following reasons:

- To process your payment card for your purchase to be approved.

D&D London does not handle these processes directly and they are provided to us. If you would like to know more about these processes and which companies to contact

to find out how this data is processed then please contact us using the details set out in Section 2 above.

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

Where we need to use your personal data for another reason, other than for the purpose for which we collected it, we will only use your personal data where that reason is compatible with the original purpose.

Should it be necessary to use your personal data for a new, unrelated purpose, we will endeavour to notify you and communicate the legal basis which allows us to do so before starting any new processing.

The exception to this is where use of the personal information is required or permitted by law e.g. to a recall of any of our products, updated allergy advice or for another legal reason that may require us to contact you. In this case, we may process your personal information without your knowledge or consent.

## **13. 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. If required by law, we will seek your prior approval before revising this Privacy Notice.

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

*\*This privacy notice was last updated on 11<sup>th</sup> June 2018.*