

# Privacy Policy

This Privacy Policy sets out how Up North Workwear uses and protects any information that you give Up North Workwear when you use this website.

This Privacy Policy contains an explanation of what happens to personal data that you choose to provide to us, or that we collect from you whilst you visit this site. Our Privacy Policy should be read in conjunction with our terms of website use.

Up North Workwear is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy policy.

Up North Workwear may change this policy at any time updating this page. You should check this page from time to time to ensure that you are happy with any changes.

Up North Workwear is registered in England, company no.

## Where we collect information from

### **When information is directly given to us –**

You may provide your details to us when you request specific information about our products or services. You may also request general information about our services via the website.

### **When information is given to us indirectly –**

Your information may have been shared with us by a reputable data provider. These organisations will have their own privacy policies and must ensure that the data they provide us is fully compliant with EU GDPR (European Union's General Data Protection Regulation) for the purposes we have stipulated e.g. distribution of marketing materials and telesales.

The data providers are chosen because they demonstrate transparency, accuracy and security in their approach to data governance and must set the highest standards in data management, processing and provision adhering to GDPR regulations and ICO (information commissioner's office) principles and directives.

### **Social media –**

You might give us permission to access information from messaging services like Facebook, LinkedIn and Twitter. This will depend on your settings or the privacy policies for the particular social media site.

### **When you are using our website, we collect information –**

Upon visiting our website, information about your visit is recorded and stored.

## What we collect

### **We may collect the following information:**

- Name and job title.
- Contact information including email address and postal details.

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- We may use the information to customise the website according to your interests.

## How long we keep your information for

We will hold your personal information on our systems for as long as is necessary for the relevant activity, for example we will keep a record of any customer for a minimum of six years after final invoice to comply with HM Customer & Revenue legal requirements.

If you ask us to stop sending you marketing materials that we have been sending you on the basis of consent, that you have given us, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

## General Data Protection Regulation

Under the General Data Protection Regulation, which became law in the UK on the 25th May 2018, you are also granted a number of additional rights. These include:

- The right to rectification
- The right to erasure
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

For more information on these rights please read the relevant guidance issued by the ICO.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## How we use 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 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.

If you want to manage your cookies then you can do this via your browser or alternatively please visit [www.aboutcookies.org](http://www.aboutcookies.org) for up to date information about cookie management. All modern browsers allow you to change your cookie settings. These settings will typically be found in the 'options' or 'preferences' menu of your browser. In order to understand these settings, see the 'Help' option in your browser for more details.

Please note that by deleting our cookies or disabling future cookies you may not be able to fully use our website. We have taken all reasonable steps to notify you of our use of cookies, your use of this site without disabling cookies is considered as your express consent for us to use cookies for the purposes set out above.

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control on the running of the third-party website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the Privacy Policy applicable to the website in question.

## Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you want the information to be used by anybody for direct marketing purposes
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [upnorthworkwear@gmail.com](mailto:upnorthworkwear@gmail.com)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. You have the 'right to be forgotten' if we are processing your data on the basis of consent, unless there are other legal grounds and obligations that require us to keep your personal data. In this case any personal data we hold would be erased and we would be unable to fulfil any requests about the information we had held retrospectively. You may request details of personal information which we hold about you under the General Data Protection Regulation "GDPR". A "reasonable fee" may be charged for excessive or repetitive requests. If you would like a copy of the information held on you please write to Up North Workwear - 52 Plessey Road, Blyth, Northumberland NE24 3HX.

If you believe that any information, we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

## Google analytics & re-marketing

Our websites use Google analytics and Google's re-marketing technology. This technology enables users who have already visited our online services and shown interest in our services to see targeted advertising on Google partner network websites. Likewise, users that are similar to the visitors of our websites can be addressed. The advertising will be displayed through the use of web cookies. Using cookies, the user behaviour on a website can be analysed and subsequently utilised to provide targeted product recommendations and advertising based on the user's interests.

If you would prefer to not receive any targeted advertising, you can deactivate the use of cookies for these purposes through Google. Alternatively, users can deactivate the use of cookies by third-party providers by visiting the [Network Advertising Initiative's deactivation website](#).

Please note that Google has its own data protection policy, which is independent of our own. We assume no responsibility or liability for their policies and procedures. Please read [Google's privacy policy](#) before using our websites. [How Google uses data](#)

## Contact Us

If you have any questions or queries relating to this Privacy Policy then please contact us at [upnorthworkwear@gmail.com](mailto:upnorthworkwear@gmail.com) or please write to us at Up North Workwear - 52 Plessey Road, Blyth, Northumberland NE24 3HX.