**The Rod Box Privacy Policy**

This privacy policy governs how The Rod Box collects, uses, maintains and discloses information collected from users of the www.rodbox.com website.

This privacy policy applies to all users of the site and all products and services offered by The Rod Box.  
  
We recognise the importance of protecting the privacy of personal and financial information and have introduced strict policies and security measures to protect your information and will use the information we collect in accordance with:

* The Data Protection Act 1998.
* The EU General Data Protection Regulation (Regulation EU 2016/679), effective from 25th May 2018 (GDPR).

**What information do we collect?**

We may collect personal identification information from users in a variety of ways including, but not limited to, when users visit our site, complete a form or use services we make available on our site., The personal information we may collect, use, store and transfer includes:

1. Identity data

This includes: first name, last name, username title, and gender.

2. Contact data

This includes: billing address, delivery address, email address and telephone numbers.

3. Financial data

This includes: bank account and payment card details.

4. Transaction data

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

5. Technical data

This Includes: internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.

6. Profile data

This Includes: purchases or orders made by you.

Users may visit and use our site anonymously.

We will collect personal identification information from users only if they voluntarily submit such information to us. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain site related activities and it may adversely impact upon our ability to fulfil any contract we may have with that user.

We may use the information users provide about themselves when placing an order only to service that order. We do not share this information with outside parties, except to the extent necessary to provide the service.

**How we protect your information and security**

* We adopt appropriate data collection, storage and processing practices and security measures to safeguard all data and protect against unauthorised access, alteration, disclosure or destruction of your personal information.
* We will not transfer, process or store your data anywhere that is outside of the European Economic Area.
* However, while we take all reasonable steps to protect your personal information, you accept that no digital data transmission can be guaranteed to be secure from access by unintended recipients and will not hold us responsible for any breach of security, unless this is due to our negligence.

**Third party data sharing**

* We do not store payment card details and we do not share customer details with any third parties, other than those details that parties may require to assist us to fulfil your order.

**Data retention**

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

**Your legal rights**

You have rights under data protection laws in relation to your personal information, as indicated below:

1. Request access to your personal information

You have the right to request a copy of the personal information that we hold about you. If you are a European citizen and consider our use of your personal information to be unlawful, you have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office.

2. Request correction of your personal information

You have the right to request that we correct the personal information we hold about you if it is incorrect, although we may need to verify the accuracy of any new information you provide.

3. Request erasure of your personal information

You have the right to request that we delete or remove personal information where there is no good, or legal, reason for us continuing to process or hold it.

4. Object to processing of your personal information

You have the right to object to the processing of your personal information where we are relying on a legitimate interest if you feel it may impact on your fundamental rights and freedoms.

5. Request restriction of processing your personal information

You have the right to request that we suspend the processing of your personal information if:

* You want us to establish the information’s accuracy.
* You need us to hold the information even if we no longer require it, if you need it to establish, exercise or defend legal claims.
* You have objected to our use of your information but we need to verify if we have legitimate grounds to use it.

6. Request transfer of your personal information

You have the right to request that the personal information we hold about you is transferred to you or to a third party. This right only applies to information which you initially provided consent for us to use, or where we used the information to perform a contract with you.

7. Right to withdraw consent

In circumstances where we rely on your consent to process your personal information, you have the right to withdraw your consent at any time, but if you withdraw your consent we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

8. No fee usually required

No fee will usually be charged by us for you to access your personal information.

9. What we may need from youWe may need to request specific information from you to help us confirm your identity and ensure your right to access your personal information. This is a security measure to ensure that personal information is not disclosed to any person who does not have the legal right to receive it.

10. Time limit to respond

We try to respond to all legitimate requests within one month.

**If you use our online shopping service then:-**

For the purposes of The GDPR, we are the Data Processor when selling on “rodboxonlineshop” and process all personal data lawfully, fairly and in a transparent manner. Under Article 6 of The GDPR, the lawful basis on which we process personal data received from “rodboxonlineshop” is that of “Contract” - whereby processing is necessary in order to fulfil buyer orders and enquiries. We retain information provided by “rodboxonlineshop” , such as transaction information for internal financial accounting purposes. It is a legal requirement to retain this information for a period of 7 years.  
  
**Data We Receive: Personally Identifiable Information**  
The Rod Box receive personally identifiable information from “rodboxonlineshop” only when it is voluntarily submitted by buyers when placing an on-line order. The data we receive includes: name, billing address, delivery name, delivery address, e-mail address (in encrypted format), telephone number, date of order, items ordered, value of items ordered, chosen method of delivery. We do not sell or rent personally identifiable information to any third party for any purpose.  
  
**How we use buyers’ personal information**  
The Rod Box may use any personal buyer information provided by “rodboxonlineshop” to:  
  
    -process and dispatch buyers’ order/s  
   - carry out regulatory checks to meet our legal obligations  
    -prevent and detect crime  
    -develop and improve our products  
    -undertake anonymised statistical analysis (we won’t be able to identify individuals from this data)  
  
We treat all information we hold about buyers as private and confidential. We will not reveal any personal details or details concerning buyers’ orders to anyone not connected with us, unless:  
  
   - a buyer asks us to reveal the information, or we have a buyer’s permission to do so  
   - we are required or permitted to do so by law  
    -it is required by law enforcement, fraud prevention or credit reference agencies  
  
We may share buyer personal information with our suppliers, service providers and other contractors only to fulfil orders buyers place with us on “rodboxonlineshop” .  
 **Data Subject Access Requests**  
Under the GDPR buyers are entitled to obtain from us (the Data Processor for the purposes of the GDPR when selling on “rodboxonlineshop” a copy of the data held concerning them and to have any inaccuracies in the data rectified. We are obliged to provide this data to within 1 calendar month of the request and free of charge. However we have the right to refuse or charge for requests that are manifestly unfounded or excessive and repetitive.

**Changes to this privacy policy**

The Rod Box may update this privacy policy at any time. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

By using this site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our site. Your continued use of the site following the posting of changes to this policy will be deemed to be your acceptance of those changes.

**Contact us**

Please contact us on 01962 883600 if:

* You have any questions regarding this privacy policy.
* You have any questions regarding the practices of this site.
* You would like to object to any processing of your personal information that we carry out for our legitimate interests.
* You have any questions about the information we hold about you, or to change your contact preferences.