

Privacy

We at Toby and Kate McCartney Limited have created this privacy statement in order to show our commitment to our and your privacy. This page discloses the information gathering and dissemination practices for the website and websites associated to www.tobyandkatemccartney.com in order for you to understand how we collect, communicate and make use of your personal information. The following outlines our privacy policy.

By providing us with your data, you warrant to us that you are over 13 years of age.

INFORMATION WE COLLECT, WHY WE COLLECT IT, AND HOW WE USE AND PROCESS IT

Information Automatically Logged

This website uses various web analytics tools (such as Google Analytics) and other measurement tools to help analyze how users use the site. These tools use 'cookies', which are text files placed on your computer, to collect standard internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the website (including your IP address) is transmitted to Google and sometimes other vendors. This information is then used to evaluate visitors use of the website and to compile statistical reports on website activity for yoast.com.

We will never (and will not allow any third party) use the statistical analytics tool to track or to collect any personally identifiable information of visitors to our site. The Web Analytics vendors do not associate your IP address with any other data held by them. Neither we nor the web analytics Vendors will link, or seek to link, an IP address with the identity of a computer user. We will not associate any data gathered from this site with any personally identifying information from any source unless you explicitly submit that information via a fill-in form on our website.

Personal Identification Information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, place an order, subscribe to the newsletter, respond to a survey,

fill out a form, and in connection with other activities, services, features or resources we make available on our Site. Users may be asked for, as appropriate, name, email address, mailing address, phone number, credit card information. We will collect personal identification information from Users only if they voluntarily submit such information to us. If such information is voluntarily submitted, your information will be captured and stored in our CRM systems. Users can always refuse to supply personal identification information, except that it may prevent them from engaging in certain Site related activities.

Public Forums

We offer publicly accessible blog forums. If you directly disclose any information through our public blogs, or forums, this information may be collected and used by others publicly. At your request, we will correct or delete any information you have posted on the website www.tobyandkatemccartney.com

Non-Personal Identification Information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web Browser Cookies

Our Site may use “cookies” to enhance User experience. User’s web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How We Use Collected Information and Why We Collect This Information

Toby and Kate McCartney Limited may collect and use Users personal information for the following purposes:

- *To improve customer service*
Information you provide helps us respond to your customer service requests and support needs more efficiently.
- *To personalize user experience*
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- *To improve our Site*
We may use feedback you provide to improve our products and services.
- *To process payments*
We may use the information Users provide about themselves when placing an order only to provide service to that order. We do not share this information with outside parties except to the extent necessary to provide the service. The outside parties are not permitted to store, retain, or use information you provide except for the sole purpose of credit card processing on our behalf.
- *To run a live training event, promotion, contest, survey or other Site feature*
To send Users information they agreed to receive about topics we think will be of interest to them.
- *To send periodic emails*
We may use the email address to send User information and updates pertaining to their order. It may also be used to respond to their inquiries, questions, and/or other requests. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc.

To Unsubscribe from Our Communications

If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions located at the bottom of each email, updating your communication preferences, or by contacting us via our Site or email at info@tobyandkatemccartney.com Subject: Privacy.

User cannot opt-out of receiving transactional emails related to their accounts with us or their subscription service. If you opt out of receiving marketing communications this opt-out does not apply to personal data provided because of other transactions, such as purchases, etc.

How We Protect Your Information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

We only allow access to your personal data to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions and they must keep it confidential. We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

Sensitive and private data exchange between the Site and its Users happens over a SSL secured communication channel and is encrypted and protected with digital signatures. Our Site is also in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users.

Sharing Your Personal Information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

We require all third parties who we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow third parties to process your personal data for specified purposes and in accordance with our instructions.

We may have to share your personal data with the third parties below:

- Service providers who provide IT and system administration services.

- Companies that Toby and Kate McCartney limited has an ongoing partnership with where services are purchased from the Toby and Kate McCartney Limited website.

Before we share your personal data with any third party we will get your express consent. Please note that we do not and never share our user's personal data with any third parties without consent.

International Transfer

Countries outside of the European Economic Area (EEA) do not always offer the same levels of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfer meets certain criteria.

Many third parties service providers are based outside the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we do our best to ensure the same level of protection and security your data has in Europe. We will only transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data.

If we use US-based providers that are part of EU-US Privacy Shield, we may transfer data to them, as they have equivalent safeguards in place. We'll rely on the EU-U.S. Privacy Shield Framework to safeguard the transfer of information we collect.

Third Party Websites

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

Advertising

Ads appearing on our site may be delivered to Users by advertising partners, who may set cookies. These cookies allow the ad server to recognise your computer each time they send you an online advertisement to compile non-personal identification information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This privacy policy does not cover the use of cookies by any advertisers.

How To Control Your Personal Data: Reviewing, Correcting and Removing Your Personal data

You have the following data protection rights:

- You can request access, correction, erasure, transfer, updates, or deletion of your personal data.
- You can object to processing of your personal data, ask us to restrict processing of your personal data or request portability of your personal data.
- If we have collected and process your personal data with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal data conducted in reliance on lawful processing grounds other than consent.

Changes To This Privacy Policy

Toby and Kate McCartney Limited has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page and send you an email. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your Acceptance of These Terms

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 your acceptance of those changes.

Contacting Us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Toby and Kate McCartney Limited, The Barn, Ashyards Road, Eaglesfield. Lockerbie. DG11 3PP.

This document was last updated on January 03rd 2021.