



## F G Whitley & Sons Privacy Policy

### What is the GDPR?

The General Data Protection Regulation (GDPR), which came into force on May 25th, 2018, aims to protect the fundamental right to privacy and the protection of personal data of European Union (EU) citizens. This regulation affects any entity (including websites) that processes EU citizens' personal data. Whether or not you or your business is located in the EU, if you have EU site visitors, or if your marketing campaigns target EU citizens, this affects you. As awareness and concerns about the protection of personal information is increasing worldwide, it is important that businesses, both small and large, implement and provide their site visitors with a comprehensive privacy policy. To that end please see below our (F G Whitley) Privacy Policy.

### What is a privacy policy?

A privacy policy is a statement that discloses some or all of the ways a website collects, uses, discloses, and manages the data of its visitors and customers. It fulfils a legal requirement to protect a visitor or client's privacy.

### What type of information do we collect?

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

### How do we collect information?

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

### Why do we collect such personal information?

We collect such Non-personal and Personal Information for the following purposes:

- To provide and operate the Services;
- To provide our Users with ongoing customer assistance and technical support;
- To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

### How do we store, use, share and disclose our site visitors' personal information?

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall. All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

### **How do we communicate with our site visitors?**

We may contact you to notify you regarding your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

### **How can our site visitors' withdraw their consent?**

If you don't want us to process your data anymore, please contact us at [info@fgwhitley.co.uk](mailto:info@fgwhitley.co.uk) or write to us at Park House, Broncoed Business Park, Ffordd Byrnwr Gwair, Mold, Flintshire.

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **Questions and your contact information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [info@fgwhitley.co.uk](mailto:info@fgwhitley.co.uk)