**Acquawear - PRIVACY POLICY (RETAIL / CUSTOMISED CLUB ORDERS)**

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The security of our customers' data is vital. Any personal data you provide to us and from which you can be identified is stored securely and confidentially and is processed in accordance with legislation and this privacy policy. The privacy policy sets out what type of personal data we collect about you when you interact with us and how we use your data.

We take appropriate technical and organisational measures to protect against unauthorised or unlawful processing of your personal data, including encrypting your information to applicable industry standards. This policy covers our website and online store (www.acquawear.co.uk / www.acquawear.com) and any correspondence you have with us in relation to our retail sales or sports clubs.

Any changes we make to this policy will be reflected on this page and notified to you by email, where appropriate.

**Who we are**

As set out in our terms and conditions, this website is a property of Corina Dickson, 50 Milecross Road, Newtownards, BT23 4SR, UK who is the data controller in respect of information collected when you purchase any products from this website. If you have any queries regarding our use of personal information or this privacy policy, you can write to the address above or email us to sales@acquawear.co.uk

**Information we may hold about you**

When you purchase a product or contact us, personal data you provide, such as your name, address and contact details (including social media accounts), will be collected. All our payments for the online shops are provided by Paypal and direct card payment by Sumup.

When you browse our website whether or not you purchase a product we, Google Analytics, Visitor Analytics, SiteWit and Wix collect user information such as your location, language, assumed gender, IP address, when you visited our website, how you arrived on our website, the pages you visited, how long you spend browsing individual pages on our website, any products you have purchased, and the browser (where applicable) and device you used to access our website.

In circumstances where you contact us by telephone, your phone number will appear on the call list, but your number will not be stored unless you require us to do so (contact you in the future).

When an order is placed for customised swimwear, the payment will be made by bank transfer. In certain cases, we need to share your details (name, address and contact number) with our manufacturer Delfina Ltd and the shipping company, namely DHL or DPD to facilitate direct deliveries.

You acknowledge that you do not object to us and third parties identified below, using your personal information for any of the purposes outlined in this privacy policy and you confirm that you do not and will not consider any of these purposes as a breach of any of your rights under the Privacy and Electronic Communications (EC Directive) Regulations 2003.

**How we may use your personal data**

We may use your personal data in the following ways:

• to fulfil your order - we require your identification, contact and payment information to enable us to enter into a contract with you and are unable to do so without this information (please note that your details may need to be passed to a third party in order for them to supply or deliver the product that you ordered and we may retain your details for a reasonable period of time after you have completed the transaction in order to fulfil any contractual obligations such as refunds, guarantees etc and to meet any legal obligations for the retention of transactional data);

• to tell you about similar products and services, or products and services that you ask us to send you information about, by email, post, mobile, telephone and/or through other digital means including social media platforms;

• to provide you with services you request from us;

• to administer our website;

• to analyse, and improve, the use of our website, social platforms, retail offering, including how you use our website;

• to administer any competition or offers run; lease refer to the specific terms and conditions for each competition / offer;

• to measure and analyse our advertising;

• to make suggestions and recommendations to you, about products or services that may interest you;

• to keep in touch with you regarding your marketing preferences;

• to keep our website, and social media network safe and secure;

• to process payments (Paypal, Sumup or bank transfers);

We process this data where you have given us consent to use it, where it is necessary to perform our contract, to take steps at your request prior to entering into a contract, where required by law or in pursuit of our legitimate interests where these are not overridden by your rights and interests, such as to provide appropriate marketing and to maintain our services.

**How long we keep your information**

We will not keep your personal information for any purpose(s) for longer than is necessary and we will only retain the relevant personal information that is necessary in relation to the purpose. In the case of any contact you may have with our customer services, we will retain those details for as long as is necessary to resolve your query and for a short period after the query is closed.

On making a purchase through our website, we will retain certain limited personal information such as your name, email address and postal address until you ask us to update or delete those details. We retain transaction information for as long as required by law. We will retain information regarding your website browsing history for a similar period.

If we are legally required or if it is reasonably necessary to meet regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also retain some of your personal information for a limited period of time.

We will retain your information for a short time beyond the specified retention period, to allow for information to be reviewed and any deletion to take place.

**How we might share your personal data**

We may share your personal data with:

• Our professional advisers, including, without limitation, our insurers;

• Our suppliers and couriers, and another customer(s) in case of necessity of transferring sizing kits from customer to customer;

• Search engine and web analytics providers.

In the event that we were to sell our business or assets, we may disclose your personal data to any prospective/actual purchaser and/or their advisers.

We may also disclose your personal data where we are subject to a legal obligation to do so, in connection with the prevention or detection of crime, for the purpose of establishing, exercising or defending our legal rights, or where we consider that we receive a valid request for disclosure. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

You should be aware that if we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information or any other information we obtain about you we are entitled do so.

Our website may contain links to and from the websites of third parties. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any information to these websites, including payment websites, like Paypal.

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**Where we store your personal data**

The information that we collect from you may be transferred to, and stored outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Where we do so, the third country's data protection laws will have been approved as adequate by the European Commission, or other applicable safeguards are in place.

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**Your rights**

**​**You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data, clicking the unsubscribe button on any communication we have sent to you, by contacting us.

Where you have consented to us using your personal data, you can withdraw that consent at any time.

If the information we hold about you is inaccurate or incomplete, you can notify us and ask us to correct or supplement it. You also have the right, to ask us to provide a copy of any personal data we hold about you.

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**Photography Consent**

We use photographs supplied by team / club coaches and / or parents. We always ask the person supplying the photos to get consent from everyone shown.

From 25 May 2018, if you have a complaint about how we have handled your personal data, you may be able to ask us to restrict how we use your personal data while your complaint is resolved. In some circumstances you can ask us to erase your personal data if you withdraw your consent, it is no longer necessary for us to use your personal data, you object to the use of your personal data and we don't have a good reason to continue to use it, or we haven't handled your personal data in accordance with our obligations.

To exercise these rights or if you have any queries or concerns regarding how we use your personal data, please write to us, by email or post. If you are not happy with our response, you can contact the Information Commissioner's Office: https://ico.org.uk

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**COOKIE POLICY**

This policy explains what cookies are, how we use them and how you can switch them off.

**What are Cookies and other tracking technologies?**

Cookies are small files which are stored on your internet browsing device (e.g computer, tablet or phone) when you visit our website or see one of our adverts elsewhere on the internet. Cookies don't store personal details such as your credit card details, your name or your date of birth. They play an important role in helping us to enhance the usability and performance of our websites and your experience using them. Some cookies are also essential to enable you to move around our website and use its features. Other tracking technologies, like web beacons, clear GIFs, page tags and web bugs, are used to understand how people are using our services and to target advertising.

When you first use our website, we will ask you to consent to our use of cookies and give you information about them. If you continue to browse our website, and don't take steps to change your preferences, you are consenting to our use of cookies.

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**What types of Cookies do we use?**

Our Website uses session cookies and persistent cookies. Session cookies operate from the moment you enter the website until the moment you leave. Once you log off session cookies are deleted. Persistent cookies will not be deleted after each session.

Strictly Necessary Cookies are essential to our website, if these are disabled, your experience on our website may be interrupted and you may not be able to use a shopping basket or make payment.

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Performance Cookies collect anonymous data about visitors. We use the data to improve your future experience and identify issues that our users may be experiencing.

Functionality Cookies customise the look and appearance of our website. For example, a functionality cookie will remember your language preferences next time you visit.

Targeting or Advertising Cookies deliver advertisements which are tailored to your web activity. A targeting cookie tracks what you click on whilst on our website, and may share details of what you click on with other organisations such as advertisers. These cookies can also help us to measure the effectiveness of an advertising campaign.

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**How we use Cookies and other tracking technologies**

We use a combination of our own cookies, third party cookies and other tracking technologies to enhance your browsing experience and to enable our Website and app to function efficiently. In particular, we use cookies to:

• enable you to place orders and make payments;

• remember items you place into your shopping basket;

• remember items you have been looking at so that you can quickly and easily go back to an item you looked at previously;

• enhance and personalise your shopping experience.

The default setting on your web browser is to prohibit cookies, but you may have changed this during the installation process.

Google Analytics uses these cookies to discover when you first visited our site, how often you come back and how long you spend shopping. The information stored by these cookies can be seen only by the relevant personnel and Google and never shows any confidential information, we also use Google Analytics to track the performance of our website.

Social sharing (Facebook, Twitter, Instagram, Pinterest and YouTube) social login and other social media services we offer are run by other companies. These companies may drop cookies on your computer when you use them on our site or if you are already logged in to them. These cookies allow us to collect anonymous usage data which we use to make our website easier to use.

Some cookies are used to allow you to add to your basket and place orders.

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**Cookies on our Wix Site**

Cookies are small pieces of data stored on a site visitor's browser, usually used to keep track of their movements and actions on a site.

Cookies are implemented in every site built by Wix. Take a look at the table below to view which cookies Wix implements on Wix sites:

