



## PRIVACY STATEMENT

The website [www.thefigandfoxcompany.co.uk](http://www.thefigandfoxcompany.co.uk) is owned and operated by The Fig and Fox Company Ltd., Registered Company number 12502175. The terms 'we', 'us' and 'our' all refer to The Fig and Fox Company Ltd.

### INTRODUCTION

As a user of our Website, protecting your privacy is important. In accordance with the Data Protection Act 1998, we strive to keep all information relating to you confidential in accordance with this statement. The purpose of this Privacy Statement is to inform you of the basic information we keep when you visit our website as well as voluntary information you provide us about yourself ("Personal Data"). This policy will explain how your Personal Data might be used and how we protect your Personal Data and privacy.

The Fig and Fox Company Ltd. does not use data for client manipulation or monitoring. We consider it to be an invasion of your privacy and consider every person who gives us Personal Data to be an individual. You can be confident that we will adhere to the conditions as set out in this policy with regard to keeping your personal information private.

We will be happy to answer any enquiries regarding this Privacy Statement. If you have any queries or wish to update the information we hold about you, please email [hello@thefigandfoxcompany.co.uk](mailto:hello@thefigandfoxcompany.co.uk).

It should be noted that this policy applies to this website only. If you leave our website, you will be subject to the policy of a different website provider and recommend you read their Privacy Statement before continuing to use their website.

## WHAT DATA DO WE COLLECT AND HOW?

We may collect, use, store and transfer different kinds of Personal Data about you which we have grouped together as follows:

- Identity Data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- Contact Data includes billing address, delivery address, email address and telephone numbers.
- Financial Data includes bank account and payment card details.
- Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.
- Technical Data includes internet protocol (IP) address, your login data, 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 this Website.
- Profile Data includes your username and password, purchases or orders made by you, your interests, preferences, beauty profile information, feedback and survey responses.
- Usage Data includes information about how you use our Website, products and services.



- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

If you are visiting public areas of the Website, we do not collect any Personal Data about you. However, we may automatically collect information about your visits, such as browsing data, traffic data, location data, and search patterns. This information collected does not reveal any type of Personal Data and is only used for analysis to develop our Website and is not linked to any individual.

Our Website services include direct interactions where you may give us your Identity, Profile, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- Create an account on our Website;
- Purchase our products or services;
- Subscribe to our service or publications;
- Request marketing be sent you;
- Enter a competition, promotion or survey

If you submit details for us to contact you regarding offers, interest in our services or to comment on our blog, we will collect and hold certain Personal Data about you when you submit your details. The Personal Data collected by us will include your name, e-mail address, phone number and any details you choose at will to discuss such as the delivery location or company supplier information. When you use our Site to post comments and share other information, any information that you provide may not be secure and can be collected and used by others. As a result, you should exercise caution before you make such disclosures.

We use the online payment service 'Paypal' to minimise the direct sharing of credit card details with The Fig and Fox Company Ltd. Paypal's privacy and security policies



can be found at <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>. However, we may still require these details as well as other Personal Data such as a home address for us to perform our services.

## HOW DO WE USE CUSTOMERS' PERSONAL DATA?

We will use all Personal Data for the purpose of providing you with the services you have requested.

From time to time, we may use your Personal Data for marketing purposes to let you know about other services, initiatives, products, and news about The Fig and Fox Company Ltd. We will ask for your consent before sending you marketing information about our company. Likewise, we may ask you to share photographs of your experience using our services for marketing purposes on our Website and social media. You have the right to refuse the use of your data being used in this manner by emailing [hello@thefigandfoxcompany.co.uk](mailto:hello@thefigandfoxcompany.co.uk).

We reserve the right to access and disclose Personal Data to comply with applicable laws and lawful government requests or requests by the police investigating suspected illegal activities, to operate our systems properly or to protect ourselves or other users of our Website. We also reserve the right to disclose Personal Data to third parties if a complaint arises concerning your use of our Website.

## HOW DO WE PROTECT CUSTOMERS' PERSONAL DATA?

When you input any Personal Data into our Website or request services from us, we use appropriate physical, electronic and managerial security measures to try to prevent that Personal Data from being accessed by unauthorised persons and to ensure that you



may input Personal Data safely. This means that sometimes we may ask for proof of identity before we disclose Personal Data to you.

## COOKIES AND IP ADDRESSES

Our Website makes use of cookies which are files placed on your hard drive that enable us to track certain information relating to your use of our Website. They help us better our Website and make your experience more personalised. You may be able to configure your web browser to prevent the use of cookies although some functions or services may not be available. We do not allow third party advertisers to advertise on our Website. For more information on the use of cookies and how to disable them, we recommend [www.allaboutcookies.org](http://www.allaboutcookies.org).

## SALE, MERGER OR BANKRUPTCY

If our Website or business is sold to, merges with, or enters a joint venture with another company not owned by The Fig and Fox Company Ltd., you should expect that some or all of the Personal Data collected from our Website may be transferred to the other company. In this incredibly unlikely event, we will either (a) obligate the other company to use any Personal Data transferred by our Website in a manner consistent with this statement, or (b) retain the data. In the event of bankruptcy, we will either (a) destroy the data, or (b) request permission that the data be passed to a third party.

## THIRD PARTIES

Third parties are employed to manage the website, develop the site or manage your data on our behalf. They will be required to adhere to this privacy statement. The information you provide may be used outside of the European Economic Area (EEA) and your Personal Data may be transferred for the purposes described above to staff or our suppliers who operate outside of the EEA. These countries may not provide legal



protection of Personal Data equivalent to the level of protection within the United Kingdom however we will always strive to protect the information you provide us securely.

If you have given us your details to be a volunteer or get involved, it may be the case a trusted group will be given your email contact for the purpose for which you have given us your details only. We may give your information to third parties who help us operate our Website, conduct our business or service clients and visitors.

## CONSENT

By accepting using our Website, you consent to the collection and use of your Personal Data by us for the purposes outlined above and for any other purpose which is reasonably necessary for the provision or proper administration of our Website service.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

If you do not wish your Personal Data to be used in the manner set out in this Privacy Statement please do not use the Website. We will not sell your data for marketing purposes or unrelated third parties.

## CHANGES TO OUR POLICY

This Privacy Statement was last updated: July 2020.



It may be subject to change at any time. We encourage you to review our Privacy Statement regularly for any changes. We will use Personal Data in accordance with the Privacy Statement under which that Personal Data was collected.

We welcome your questions and comments about privacy issues regarding our Website. Should you have any comments or a complaint about how we are using your Personal Data, please email us at [hello@thefigandfoxcompany.co.uk](mailto:hello@thefigandfoxcompany.co.uk).

