

## **Privacy Policy**

### **About Us**

Our website address is: <https://www.simplyrye.co.uk>. For more information about our company please contact us either by email: [info@simplyrye.co.uk](mailto:info@simplyrye.co.uk), or by phone on 01797 223683. Alternatively, please send an enquiry via our Contact Us page on this website.

### **What type of information do we collect?**

We receive, collect and store any information you enter on our website or provide us with in any other way. In addition, we collect the Internet Protocol (IP) address used to connect your computer to the Internet; email 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:

1. To provide and operate the Services
2. To provide our Users with ongoing customer assistance and technical support
3. To be able to contact our Visitors and Users with general or personalised service-related notices and promotional messages
4. 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
5. To comply with any applicable laws and regulations

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

Our company website 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. Wix are 100% committed to data

protection and adhere to the General Data Protection Regulations (GDPR). Further information can be found here: <https://support.wix.com/en/article/general-data-protection-regulation-gdpr>

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 and American Express. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

If you are intending to pay via the PayPal link on our website, full details of the PayPal Privacy Policies can be found by clicking on this link:

<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

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

We may contact you to notify you regarding your purchases, to troubleshoot problems with your account, to resolve a dispute, to collect money owed, to send updates about our company, or as otherwise necessary to make contact with you. For these purposes we may contact you via email, telephone, text messages and postal mail.

### **How do we use cookies and other tracking tools?**

Third party services, such as Google Analytics or other applications offered through Wix Services may place cookies or utilise other tracking technologies through their services. This website uses Google Analytics, Google's Privacy Policy can be found here for further information:

<https://policies.google.com/privacy>

### **How can you withdraw your consent from our collection of your personal information?**

If you do not want us to process your data anymore, please contact us at [info@simplyrye.co.uk](mailto:info@simplyrye.co.uk) or send us a letter to Simply Rye, 7b Market Road, Rye, East Sussex, TN31 7JA.

## **Privacy Policy Updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and classifications will take effect immediately upon their posting on our 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 about your contact information**

If you would like to access, correct, amend or delete any personal information we have about you, please email us at [info@simplyrye.co.uk](mailto:info@simplyrye.co.uk) or by mail to Simply Rye, 7b Market Road, Rye, East Sussex TN31 7JA.