

AJ Designs respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you

1. Important information and who we are

This privacy notice aims to give you information on how AJ Designs collects and processes your personal data through your use of our website, including any data you may provide through this website when you use our Contact Form.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

AJ Designs is the controller and responsible for its own website. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data privacy manager using the details set out below:

Amy-jo Hansford, 54 Butt Farm Close, Winterbourne Abbas, Dorchester, Dorset, DT2 9SU.
Email: amy@ajdesignsuk.com

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

This version was last updated on 25/05/2018. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. The data we collect about you

Personal data or information means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

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

- * Identity Data includes first 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.
- * 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 your communication preferences.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. How is your personal data collected?

We use different methods to collect data from and about you, including through:

Direct interactions. You may give us your Identity, 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:

- * apply for or purchase our products or services;
- * sign up to a newsletter
- * request marketing to be sent to you;
- * enter a competition, promotion or survey;
- * give us some feedback.

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- * Where we need to perform the contract we are about to enter into or have entered into with you.
- * Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- * Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

We have set out below a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data.

- * Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

* Comply with a legal or regulatory obligation means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

* To register you as a new customer (a) Identity (b) Contact

* To process and deliver your order, subscription or registration (a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and communications

* Performance of a contract with you necessary for our legitimate interest (to support our business model and recover debts due to us)

*To manage our relationship with you which include:

Notifying you about changes to our terms and conditions, services or subscription. (a) Identity (b) Contact (c) Profile (d) Marketing and communications

* To enable you to partake in a prize draw, (a) Identity (b) Contact (c) Profile

* Lawful basis for processing competition or complete a survey (d) Usage (e) Marketing communications (to study how customers use our products/services, to develop them, improve them and grow our business)

* To enable you to access subscriber only sites, articles or sections in our sites. (a) Identity (b) Login details (c) Profile (d) Usage

* To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting data) (a) Identity (b) Contact (c) Technical (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)

* To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you (a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)

* To use data analytics to improve our website, products/services, marketing, customer (a) Technical (b) Usage (to define types of customers for our products and services, to keep our website updated)

* To make suggestions and recommendations to you about goods or services that may be of interest to you (a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (to develop our products/services and grow our business)

* To film or photograph event participation for the purpose of promoting attendance. (a) Image (to develop our products/services and grow our business)

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you in our marketing activities.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have opted to receive that marketing.

We will not provide your data to 3rd parties for marketing or any other purpose.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, even registration, product/service experience or other transactions as we may still need to communicate with you about these products or services.

Cookies policy

We currently use cookies on our website to collect user information in order to facilitate an improved user experience e.g. recently viewed items, account login and live support. However, externally developed servers either owned or not owned by TPP to which users of our Server may be directed (by way of hyperlink or otherwise) may use cookies that are in no way connected to us. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us at:

AJ Designs, 54 Butt Farm Close, Winterbourne Abbas, Dorchester, Dorset, DT2 9SU. Email: amy@ajdesignsuk.com

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Disclosures of your personal data

Subject to applicable data protection law we may have to share your personal data with the parties set out below for the purposes set out in paragraph 4 above.

- * Internal Third Parties
- * External Third Parties including;
- * Government bodies and agencies in the UK e.g. HMRC and Companies House;
- * Sub-contractors and other persons who help us provide our services;
- * Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- * Service providers who provide IT and system administration services.
- * In an emergency or to otherwise protect your interests;
- * Anyone else where we have your consent or as required by law.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

We do not transfer your personal data outside the European Economic Area (EEA)

6. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

7. Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances you can ask us to delete your data: see "Request erasure" below for further information. In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Hard copies of confidential documents or personal data are disposed of using a shredder. Documents which do not contain personal data or confidential information are disposed of in any bin, or by recycling or by electronic deletion in the case of electronic documents.

8. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. Please see below for further information

* Request access to your personal data. * Request correction of your personal data. * Request erasure of your personal data. * Object to processing of your personal data. * Request restriction of processing your personal data. * Request transfer of your personal data. * Right to withdraw consent.

If you wish to exercise any of the rights set out above, please contact us at: AJ Designs, 54 Butt Farm Close, Winterbourne Abbas, Dorchester, Dorset, DT2 9SU. Email: amy@ajdesignsuk.com

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a

security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

YOUR LEGAL RIGHTS

You have the right to: Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time. AJ Designs respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.