



PRIVACY STATEMENT

Paradise cove London takes your privacy very seriously. We appreciate and respect just how important it is to care of your personal data. Under new regulation, for all of our services Paradise cove London. is a Data Controller. This means we are responsible for keeping your data safe. You can contact us at any time with regards to your data via Info@paradisecoveldn.com

This “Privacy Policy” outlines how and why we collect data, the different data that we collect, and what you can do should you disagree with our obtaining, processing, storing and recording of your personal data.

This policy relates to your use of this website; the data you supply to us and our use of that data in strict compliance with the latest regulations.

We will always ensure we have your explicit consent to use your data; we will provide you with clear information on how we use it; allow access to your data so that you can rectify or remove; notify you should your data be compromised; and ensure that any data we have is collected and stored lawfully. Always.

SECTION 1: ABOUT Paradise cove London

Paradise cove London ("Paradise cove London", "our", "we", or "us"), is an online website.

SECTION 2: WHAT INFORMATION DO WE COLLECT & WHAT DO WE DO WITH IT?

Your Personal Information

When you purchase something from our online store, as part of the buying and selling process, we collect the personal information that you give us: such as your name, address and email address. We use this information to process orders, arrange delivery and verify payments. We treat all your personal information as strictly confidential. This information is stored within a secure and protected database.

Your Payment Information

We do not store credit or debit card information. These details are simply passed securely to be authorised by your bank. We use internet security technology to ensure that it is safe for you to shop with us and standard encryption technology scrambles your personal data when you give it to us. This process is known as Secure Sockets Layer (SSL) and makes sure your transaction is protected.

Your User Information

When you browse our website, we also receive information about where you have come from on the internet and how you are accessing our website – for example part of your IP address, geographical location, the pages you visit and your browser type. We make sure that this information is not personally identifiable, and use it to learn about shopper behaviour and to improve our website and services so that you have a better shopping experience. We may also use this information to create lookalike audiences so that we can advertise via third party platforms and reach new potential customers that we think may like our product. This is always to a broad group and never a single, specific user.

Information for Marketing

Emails

Basic personal details, including your name and email address, are also requested when you sign up in

order to receive our email newsletters. Your email is used to send you updates about when we launch, special offers as well as news about Paradise cove London brand. Marketing and promotions may also be sent to you based on your shopping history; such as relevant food recipes that you can make based on the product that you have bought. We only ever segment customer data to provide relevant and enhanced marketing messages. We keep identifiable personal data for a minimum of one year, and will remove from our database if a customer is no longer opening emails or engaging with the Paradise cove London brand, product or marketing emails.

Social Media

From time to time, we may also advertise on Facebook or Instagram. The adverts we create on these platforms are never directed at a specific, identifiable individual but are shown to groups of people according to interests, shopping behaviours or on-Facebook activity. You can update your social media privacy settings within those social platforms in order to further limit any marketing you may be seeing. All information about our customers that we use for marketing purposes is stored securely in line with the latest UK data protection and consumer legislation. This also ensures that you can easily change your preferences or execute your data rights at any time. If you would like to amend or remove your data from our server, please contact info@paradisecoveldn.com

SECTION 3: CONSENT

When you provide us with personal information to complete a transaction, verify your credit card, place an order or arrange for a delivery, we imply that you consent to our collecting it and using it for that specific reason only.

You will receive Service Emails with important information relating to your order. We are bound by legal obligations related to fraud, and contractual necessity under distance selling regulations, to send this information to you.

If you started but did not complete the checkout process, this may also include emails about items that are in your basket. This however does not mean you will be sent further marketing emails that you have not explicitly consented to receive.

We will always ask you directly for your expressed consent should you want to opt in to receive Paradise cove London marketing emails via a tick box or sign up form.

If after you opt-in, you change your mind, you may withdraw your consent via the 'unsubscribe' link in any of our emails or by contacting us at Info@paradisecoveldn.com with the subject line UNSUBSCRIBE. Please note it may take 4 working days to stop receiving marketing emails.

SECTION 4: DISCLOSURE TO THIRD PARTIES

Your personal information may be disclosed to other reputable third party companies for

the sole purpose to help process your order. These may include our warehouse, IT suppliers, payment gateways, our customer management system and our courier or shipping companies. If you sign up to our Subscription service, your personal data is also stored via our third party plug in. These third parties ensure the lawful and correct adherence to any contract we enter into with you (this includes, but is not limited to operations, order delivery, payment services, shipments, fraud investigations, and bill collection). Personal information will never be used by our partners for any marketing purposes.

We may disclose your personal information to the police or other regulatory bodies if we are required by law to do so. This will only be in the instance of suspected illegal activity or if you violate our Terms of Service.

If you have provided your details as part of a promotion between Paradise cove London and a third party, and have explicitly given consent for us to share your data with them, then we will do so on your

behalf. This will always be clearly communicated in such an instance. If we work with a third party who share your data with Paradise cove London, we will always seek assurances that they are providing information to us in accordance with data protection laws and that they are transparent with you that they may share your data with us.

We may also share aggregate, non-specific information with selected third parties, or information that is reflective of your use of our website, but we absolutely do not disclose individual names, personal information or any information that can be deemed identifiable to you specifically. This includes analytics and search engine providers that assist us in the improvement and optimisation of our website. This Privacy Policy does not apply to websites that you may be able to access via links on Paradise cove London.com. Please ensure that you review any relevant policies on any third-party websites before proceeding. Paradise cove London is not responsible for the collection or use of your personal information by third party websites.

If you have any concerns about our use of your data, please get in touch at [info@Paradise cove London.com](mailto:info@ParadiseCoveLondon.com).

SECTION 5: THIRD PARTY DATA PROCESSORS

We work closely with two third-party data processors to help keep your data safe and ensure it is lawfully collected, processed and stored.

WIX

Our store is hosted on Wix.com. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Wix's data storage, databases and the general Wix application. They store your data on a secure server behind a firewall. All payment data is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

For more insight, you may also want to read wix's Terms of Service

MAILCHIMP (EMAIL APP)

Our marketing emails are sent using Mailchimp platform. This also acts as our customer database helping us to ensure all your data is stored safely. It also ensures that we have a secure system that allows us to date stamp when your personal data was collected,

whether you consent to marketing, and allows us to amend or fully remove your data upon request.

SECTION 6: YOUR DATA RIGHTS

We have ensured that your data is used only for the purposes outlined above, so as not to cause any harm, damage or distress. Paradise cove London is committed to processing your data lawfully in a fair and transparent way.

We will not store data for longer than we need to use it. We will keep your personal data for as long as you remain a customer with Paradise cove London, or continue to engage with us i.e. open email newsletters and remain subscribed.

We review our marketing database every 18 months. If you have opted in to marketing, and not opened an email in 18 months, we will remove you from our marketing database unless you re-consent. We review our customer database annually. If you have not consented to marketing but have made a purchase via our website, we will keep your data for approximately 5 years after you have made a purchase from us.

You have data rights in addition to the above that gives you full control over your data:

The right to access and obtain data we hold about you. Proof of identity will always be required before any data can be released.

The right to rectify and remove any personal data (unless we have a legal right or obligation that requires retention of this data).

The right to amend your data processing preferences. You can change your mind regarding any marketing communications by selecting update preferences or unsubscribe in email communication, or by contacting us info@paradisecoveldn.com

The right to limit any automated decision making – such as emails we send you with relevant recipes related to purchase. Please see above.

The right to be notified if your data is ever compromised

These rights do not extend to include non-personal, 'unidentifiable' data.

If you feel that your data has not been correctly processed, you can contact us at Info@paradisecoveldn.com

SECTION 7: COOKIES

We use four main types of cookies when you visit our website. Please find listed the types of cookies we use, and why:

Necessary Cookies - these cookies are essential if you want to use our website. Without these cookies, services such as "Add to Cart" may not work correctly.

Preferences cookies – these functionality cookies further help with navigation of the website. Whilst you can use parts of the website without them, they allow us to remember choices such as language/preferred store (US or UK etc.)

Statistical cookies – these analytical cookies are used to store information about your session: such as referrer and the landing page, most visited pages and track any pages which lead to error messages. The information collected by these cookies is anonymised and is used to help improve site experience and functionality as part of aggregated customer data, rather than being a cookie specific to your identity and your individual site usage.

Marketing cookies – these targeting and advertising cookies are used to deliver ads relevant to you, for example based on the products you look at. And also help make sure we don't advertise products you don't want to see! They also help us to limit the number of times that you may see an online advert and also help us measure the effectiveness of some of our digital marketing campaigns so we can improve how we advertise in the future.

By using our site, you agree to us placing these sorts of cookies on your device and accessing them when you visit the site.

If you want to manage or delete any cookies that are already on your computer, there are a few ways in which you can do this. Please visit www.allaboutcookies.org, or the “help” section in your browser should also give you easy to follow instructions on how to look at your cookie storage and history, and the action you can take.

If you do choose to delete or disable cookies, your user experience of our website will be affected and you might not be able to use certain functions of our site. As with all data we collect, we will never abuse the information that these cookies track, and will only ever use that information in line with the above usage statement.

SECTION 8: CHANGES TO THIS PRIVACY POLICY

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. If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you. We will let you know in advance should this scenario arise.

FURTHER QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, please contact us at Info@paradisecoveldn.com