

# Haddow Group Privacy Policy

## Introduction

Haddow Group Limited design, manufacture and supply clothing and home interior products. Haddow Group use a number of distribution models in which to supply these goods. You may have interacted with Our Company through the:

- a) Purchase of goods branded as Seaspray, Lister Cartwright, Fab Gifts and Olivia Bard, either through a partner retailer, a marketplace or through our own sites directly.
- b) Purchase of non-branded or clearance goods through marketplaces that are traded as Haddow Group Limited.
- c) Purchase made through a retail partner, where Haddow Group Limited, fulfils the order on their behalf in their own branding.

In instances where we supply goods on the behalf of other partner retailers and organisations, you may not be aware that we have supplied the product directly. If you suspect that this is the case, this will need to be confirmed through the retail partner you transacted with.

This privacy policy explains how our organisation uses the personal data that we collect when you interact with us through a direct channel, through a marketplace or through a retail partner.

## The data we collect

The data we collect will largely depend on the information we are provided with by the platform you have transacted on.

Where you transact directly through one of our websites, we will collect the following information:

- Identification Information – Name, address, e-mail, phone and preferred contact information
- Order Processing Information – The products your ordered and any specifics regarding the manufacture or delivery of that item
- Security Information – We will store passwords and identification information to enable you to access your account and prevent any data breaches.
- Photographs, Images and Messages – Where you create a personalised product that we manufacture, either directly or indirectly, we will modify and store this data to fulfil your order

Where you have given us permission to collect additional data regarding your purchase, we will collect marketing information, such as your purchasing preferences and offers you may be interested in.

We do not collect or store any credit card or payment data relating to your specific payment details.

## How we collect your data

How we collect the data we hold will largely depend on the platform by which you transacted with us. If you transacted directly with one of our company websites, you will have provided us with the majority of this information directly. We collect data and process data when you:

- Registered online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our products on any of our feedback or social channels or via e-mail
- Use or view our website via your browser's cookies.

If you transacted through a marketplace or partner retailer, our relationship with you is at arms-length and the data we hold is limited to the key information to fulfil your purchase. This information is provided to us by the partner retailer through an online platform or a data file.

We do not currently subscribe to any third-party data lists or direct marketing agencies.

## How we will use your data

Haddow Group Limited collects your data so that we can:

- Process your orders and service any queries regarding your orders
- Manufacture an order to your specific requirements
- Manage your account
- Contact you regarding special offers on other products or services that you may be interested in
- Understand the demographics surrounding the usage of our products and to better provide products and services in the future

When Haddow Group processes your order, we may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases. Depending on your method of payment, we may also share your data with any financial organisation who will collect the payment and reimburse us on your behalf.

In cases where we offer credit, we may pass your details and the details of any transactions to any third parties collection agencies we may use to collect the debt.

In the case of products where you provide us with information to make the product, we will use the images and text that you provide us to design, print and manufacture the product.

## How we store your data

Our company securely stores your information on data servers at Haddow Group, Lister Mills, Heaton Road, Bradford, BD9 4SH, UK. All data is managed securely using both physical and virtual security.

We operate our websites on Amazon Servers, which are UK based services with a high level of security. These will store information which you provided us through our websites. We may also use third party marketing databases, such as Mail Chimp and they operate secure servers in various locations.

We may also store your information on warehouse pick-tickets to enable your order to be processed by our warehouse team.

Our company will keep data for the time needed to effectively process your order and company with all national legislation and UK law:

Images, photographs and messages used to create the product will be stored for up to 6 months.

Pick Tickets are maintained for our financial annual audit process and destroyed within 12 months of the financial year-end for which your order was picked.

Electronic data regarding some element of your order will be kept for legal and tax purposes for up to 7 years. However we will remove or redact elements of your information if it is no longer required, for example your full name and full address, within 24 months of your order.

Marketing data will be kept for up to 5 years of the date of your initial transaction with us. We will remove your information if you do not interact with us, you request us to remove you from our databases or we understand that your information has changed and the information we hold on you is no longer complete.

## Marketing

Haddow Group may wish to send you information about its products and services that we believe may be of interest. This may be information regarding any of our brands and where you have provided us with permission to do this.

If you have transacted with us through any marketplace, third party partner or where you have not chosen to be included in our marketing campaigns, we will never contact you for marketing purposes.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Haddow Group from contacting you for marketing purposes or giving you data to other member of the Haddow Group organisation.

If you no longer wish to be contacted for marketing purposes, you can click the “unsubscribe” link at the bottom of any of our e-mails or inform us directly through our customer service team on +44 (0)1274 360400

## Your Data Protection Rights

Haddow Group Ltd would like to ensure that you are fully aware of your data protection rights. Every person who interacts with Our Company, either directly or indirectly, is entitled to the following:

**The right to access** - You have the right to request Haddow Group for copies of your personal data. We may charge you a small fee for the administration of this service.

**The right to rectification** – You have the right to request that Haddow Group Ltd correct any information you believe is inaccurate. You also have the right to request Haddow Group to complete information you believe is incomplete.

**The right to erasure** – You have the right to request that Haddow Group Limited erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Haddow Group restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Haddow Group’s processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Haddow Group transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us through one of the following means:

Call us on +44 (0) 1274 360400

Write to our Data Officer at Haddow Group Limited, Lister Mills, Heaton Road, Bradford, BD9 4SH

## Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information, visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

We use cookies in a range of ways to improve your experience on our websites, including:

- Keeping you signed in
- Understanding how you use our website
- Marketing purposes

Our websites use a variety of the following cookies:

**Functionality** - Haddow Group uses these cookies so that we can recognise you on our website and remember your previously selected preference. These could include your language preferences or your location. A combination of first-party and third party cookies may be used.

**Advertising** – Haddow Group uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device and IP address. Our company sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

You can manage your cookies by setting your browser not to accept cookies or remove cookies from your browser. However, if you do this, some of our website features may not function as a result.

## Privacy policy of other marketplaces, partner retailers and other non-direct transactions

There are multiple way in which you may interact with the Haddow Group. Our privacy policy only applies to our own website and how we manage your data once we have received it. If you transact with us through another website that we do not manage directly, you should read their privacy policy, as they will also hold data on you and may deal with your data differently to ourselves. They also control what data is passed to us to fulfil your order.

The websites managed directly by Haddow Group are:

[www.haddowgroup.com](http://www.haddowgroup.com) and [trade.haddowgroup.com](http://trade.haddowgroup.com)

[www.seaspray.co.uk](http://www.seaspray.co.uk)

[www.fab-gifts.co.uk](http://www.fab-gifts.co.uk)

[www.listercartwright.co.uk](http://www.listercartwright.co.uk)

[www.kestrelhome.co.uk](http://www.kestrelhome.co.uk)

## Changes to our privacy policy

Haddow Group Limited keeps it privacy policy under regular review and is available on request. This privacy policy was last updated on 18<sup>th</sup> December 2020.

## How to contact us

If you have any questions about Haddow Group privacy policy, the data we hold on you, or would like to exercise your data protection rights, please do not hesitate to contact us:

Call us on 01274 360400

Write to us at Data Officer, Haddow Group Limited, Lister Mills, Heaton Road, Bradford, BD9 4SH

## How to contact the appropriate authority

Should you wish to report a complaint or if you feel that Haddow Group has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

The information about how to do this can be found at <https://ico.org.uk/global/contact-us>