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PRIVACY POLICY		


At Robert Guy, we take your privacy very seriously. It is important that you review and read our privacy policy carefully as it contains important information about who we are and how and why we collect, store, use and share your personal data. It also explains your rights in relation to your personal data and how to contact us or supervisory authorities in the event you have a complaint.

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the UK General Data Protection Regulation (UK GDPR). We are also subject to the EU General Data Protection Regulation (EU GDPR), in relation to goods and services we offer to individuals located in the European Economic Area (EEA), and to the California Consumer Privacy Act (CCPA), in relation to goods and services we offer to individuals located in California.


Key terms

The table below sets out some of the key terms used in this policy:

We, us, our	Means Robert Guy Ltd (company registration number: 1028223); with our registered office located at 54-62 Raymouth Road, London SE16 2DB and with our website available at: www.robertguy.co.uk (our website).
Personal data	Means any information relating to an identified or identifiable individual.
Special category personal data (also known as 'sensitive data')	Means personal data revealing racial or ethnic origin, political opinions, religious beliefs, philosophical beliefs or trade union membership. Genetic and biometric data (when processed to uniquely identify an individual). Data concerning health, sex life or sexual orientation.
Data subject	Means the individual who the personal data relates to
Data controller	Means the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data. Please note that for the purposes of the present Privacy Policy, where we collect and seek out your personal data

		
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	<p>(for instance from third-parties – see below ‘How your personal data is collected’) for our own purposes and/or where we share your data with third-parties who will process your data on our sole behalf (such as with our third-party service providers – see below ‘Who we share your personal data with’), we act as data controllers. This means that in the event of a non-compliant processing operation, the EU GDPR and the UK GDPR allow you to exercise your rights against us.</p>
Data processor	<p>Means a natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller.</p> <p>Please note that for the purposes of the present Privacy Policy, we act as data processor of the personal data which we collect from, process and share on behalf of third-party controllers (for instance, where we process or share the personal data that our customers hold in respect of their own clients, sometimes by means of API integration between the backend of our customers’ websites and our own systems – see ‘How your personal data is collected’ below). This means that in the event of a non-compliant processing operation, the EU GDPR and UK GDPR allow you to exercise your rights in respect of the third-party controller at issue.</p>
Joint-controllership	<p>Means a situation where two or more controllers jointly determine the purposes and means of processing.</p> <p>Please note that for the purposes of the present Privacy Policy, we act as joint controllers of any personal data which may be collected or shared by way of third-party cookies. This means that in the event of a non-compliant processing operation, the EU GDPR and UK GDPR allow you to exercise your rights in respect of and against either ourselves or the third-party provider at issue.</p>

		
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Personal data we collect about you

We may collect and use the following personal data about you:

- your name and contact information, including your email address and telephone number, and company details
- information to check and verify your identity, eg your date of birth
- your billing information, transaction and payment card information
- your contact history, purchase history and saved items
- your gender, your location data and any other information if and when you choose to give this to us
- Information about how you use our website, such as the pages accessed, information requested, the date and time of the request, the source of your access to our website, and your browser version and operating system

We collect and use this personal data to fulfill our orders to you. If you do not provide personal data we ask for, it may delay or prevent us from providing our services to you.


Sensitive data

Please note that we do not knowingly or intentionally collect sensitive personal information from individuals, and you must not submit sensitive personal information to us. If, however, you do transmit sensitive personal information to us, we will consider that you have explicitly consented to us processing that sensitive personal information under Article 9(2)(a) of the EU GDPR and section 86 of the UK GDPR.

How your personal data is collected

We collect most of this personal data as part of the direct interactions between you and us, for instance when you contact us by email, telephone, post or when you complete and submit one of the contact forms which can be found on our website. However, we may also collect information:

- from cookies on our website: for instance, we use cookies to ensure our website functions properly, to collect the personal data relating to your use of our website and/or to conduct profiling on our website (profiling is any form of automated processing in order to evaluate


		
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personal aspects about you, in particular to analyse or predict things like your preferences, interests, reliability, and which aims to help us gain a better understanding of what our website visitors want and how to market it to them). Please note that these cookies may be proprietary (that is to say, cookies owned by ourselves, Robert Guy) or, more commonly, these cookies will belong to third party cookies. Please also note that we will always ask for your consent to place cookies or other similar technologies on your browser, except where they are essential for us to provide you with a service that you have requested. For further information on how we use cookies, please see our cookies policy which is available here: <http://www.robertguy.co.uk/cookies-policy>. As third-party cookies are outside the control of Robert Guy and as third party providers may, at any time, change their terms and conditions, privacy policy, cookie policy, etc., we recommend that you also consult these third parties' respective policies, directly and periodically. For further information about cookies in general, including how to change your browser settings, please visit www.allaboutcookies.org.

- via our IT systems: we record web server log data with the help of our third party web server called GoDaddy, the privacy policy of which is available here: www.uk.godaddy.com/Agreements/Privacy.aspx For further information on GoDaddy, please see our section on International Transfers of your information below.
- directly from third parties: this will generally be our regular customers, of which you may yourself be an employee or a client/customer for instance; but it is also possible that third parties with whom we have had no prior contact may provide us with information about you. Please note that we may receive some of this information via API integration between the backend of our customers' websites and our own systems (for instance where the third party is an e-commerce website or online marketplace).
- from publicly accessible sources, both EU and non-EU: this will for instance be Companies House, online customer databases, business directories, media publications, social media, and websites (including your own website if you have one).

We do not display the names of the third-parties we receive or collect your personal data from. If you would like further information about the identities of such third parties, as well as further information regarding our legal bases and purposes for obtaining your data via such third party sources however, please contact us directly (see 'How to contact us' below) and we will provide you with such information where you have a legitimate reason for requesting it (where we have obtained or collected your information from such third parties, for example).

How and why we use your personal data


		
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Under certain jurisdictions, notably the UK and the EEA, we can only use your personal data if we have a lawful basis to do so. This is what is referred to as the “lawfulness of processing”. These lawful bases for processing your data may for example be:


- where you have given your consent;
- to comply with our legal and/or regulatory obligations;
- necessary for the performance of a contract with you or to take steps at your request before entering into a contract; or
- for our legitimate interests or those of a third party: a legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own.

The table below explains what we use your personal data for and why.

What we use your personal data for	Our reasons
Providing our fulfilment services to you	To perform our contract with you or to take steps at your request before entering into a contract
Providing our fulfilment services to third parties - whether these are regular customers of ours or new clients we have had no prior contact with – and which may hold personal data pertaining to you (where you are an employee or client of these third parties for instance)	<p>Consent: where you have consented for a third party to share information about you with us</p> <p>For our legitimate interests or those of a third party: we would have a legitimate interest in processing your information to perform our obligations under a sub-contract with the third party, where the third party has the main contract with you for example. Our legitimate interest is the performance of our obligations under our sub-contract</p>
Ensuring network and IT security (preventing unauthorised access to our network, the distribution of malicious code, denial of	For our legitimate interests or those of a third party: we have a legitimate interest in

		
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What we use your personal data for	Our reasons
services attacks and other cyber-attacks, by detecting unusual or suspicious activity)	<p>minimising fraud that could be damaging for you and/or us</p> <p>To comply with our legal and regulatory obligations: we have a legal obligation to implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk of our processing of information about individuals</p>
Conducting checks and updating our customer records to ensure we are able to identify our customers, verify their identity and obtain the missing information we may require to provide our customers with a fulfilment service	<p>Necessary to perform our contract with you or to take steps at your request before entering into a contract</p> <p>To comply with our legal and regulatory obligations</p> <p>For our legitimate interests or those of a third party: we have a legitimate interest in making sure that we can keep in touch with our customers about existing orders and new products</p>
Gathering and providing information required by or relating to audits, enquiries or investigations by competent public authorities, in connection with a legal or potential legal dispute or proceedings and/or for ongoing compliance with regulations and other legal requirements	<p>For our legitimate interests or those of a third party</p> <p>To comply with our legal and regulatory obligations</p>
Operational reasons, such as running our business efficiently, improving internal processes, training and quality control	<p>For our legitimate interests or those of a third party: we have a legitimate interest in being as efficient as we can so we can deliver the best service to you at the best price</p> <p>Necessary to perform our contract with you with a service-provider: where sharing your</p>

		
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What we use your personal data for	Our reasons
	personal information is necessary as part of our contract with a service-provider which helps us run our business
Marketing our services to: <ul style="list-style-type: none"> —existing and former customers; —third parties who have previously expressed an interest in our services; —third parties with whom we have had no previous dealings. 	Consent: where you have consented for us to send you updates about our fulfilment services, including relating to exclusive offers, promotions or new services.
Running and improving our website, and making sure we can provide you with the best possible online experience	Consent: where we collect this data through non-essential cookies, we will always ask you for your consent before placing these code files on your browser For our legitimate interests: where we place essential cookies on your browser we do so because we have a legitimate interest in ensuring that all the functionalities which are essential to our website are available to our website visitors
Gathering and providing information to prospective or actual purchaser or seller in business acquisition	For our legitimate interests or those of a third party: we have a legitimate interest in making sure that a potential acquisition or sale may take place

Automated Decision Making

Please note that we do not use automated decision making on our website or as part of our services.

		
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Marketing

If you are a corporate customer, and by relying on the soft opt-in rules, we may use your personal data to send you updates (by email, telephone or post) about our fulfilment services, including relating to exclusive offers, promotions or new services.

We will always ask for your consent before using your personal data for marketing purposes when we are legally required to do so, except where you have used our services in the past, and were given the opportunity to opt-out of marketing when we collected your details, and you did not do so.

You have the right to opt out of receiving marketing communications at any time by:

- contacting us (see 'How to contact us' section below);
- using the 'unsubscribe' link in emails;


We may ask you to confirm or update your marketing preferences if you ask us to provide further services in the future, or if there are changes in the law, regulation, or the structure of our business.

We will always treat your personal data with the utmost respect and never sell or share it with other organisations for marketing purposes.

Who we share your personal data with

We routinely share personal data with the following categories of third parties:

- third parties we use to help fulfil our orders to you, such as courier providers, mail fulfilment providers, taxi providers, payment service providers, service providers in general;
- other third parties which helps us run our business more generally, such as logistics partners, banks, accounting providers and other financial advisors, insurance providers, lawyers, public relations professionals, independent contractors, affiliates, IT services and web hosting providers (we notably rely on a third-party web server provider called GoDaddy), telephone providers, email providers, service providers in general;
- third parties approved by you, such as third-parties in the e-commerce or online marketplace sector which you have given your consent to share your personal data with us;
- other third parties in specific circumstances, such as, more specifically, Google Inc, as part of our use of Google Analytics (information is shared with Google on an aggregated and anonymized basis, and constitute a contractual obligation of our contract with Google Inc).

		
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Safeguards:

We only allow our service providers to handle your personal data if we are satisfied they take appropriate measures to protect your personal data. We also impose contractual obligations on service providers to ensure they can only use your personal data to provide services to us and to you.

We may also need to:

- disclose and exchange information with competent public authorities, such as law enforcement agencies, the judiciary and/or regulatory bodies to comply with our legal and regulatory obligations, enforce our legal rights and/or in connection with legal or potential disputes or proceedings;
- share some personal data with other parties, such as prospective or actual buyers or sellers of some or all of our business or during a restructuring or a business acquisition or sale — usually, information will be anonymised but this may not always be possible; in all cases, the recipient of the information will be bound by confidentiality obligations such as an NDA or a confidentiality agreement.


We do not display the names of our third parties we share your personal data with. If you would like further information about the identities of such third parties and the reasons why we share your data with these third parties, however, please contact us directly (see ‘How to contact us’ below) and we will provide you with such information where you have a legitimate reason for requesting it (where we have shared your information with such third parties, for example). Please note that some of these third parties may be located outside of the UK and/or the EEA: for further information about the safeguards used when your information is transferred internationally, please consult the ‘Transferring your personal data out of the UK and/or the EEA’ section.

We will not share your personal data with any other third party.

Where your personal data is held

Personal data may be held at our offices and/or those of third party service providers and their representatives and/or agents as described above (see above: ‘Who we share your personal data with’).

As stated above, some of these third parties may be based outside the UK/EEA. For more information, including on how we safeguard your personal data when this happens, see the ‘Transferring your personal data out of the UK and the EEA’ section below.

		
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How long your personal data will be kept


We will not keep your personal data for longer than necessary.

Where you place an order for services with us or where you have an active contract with us or where we are fulfilling your order on behalf of our customers, we will keep your personal data as long as it takes to fulfil that order or for as long as the contract is in force (as the case may be). Thereafter, we will keep your personal data for as long as is necessary for us to comply with fiscal, tax or with any other requirements relating in any way to the defence or pursuit of legal claims related to orders, and in any case for no longer than six years following the end of the financial year in which you placed your order or entered into a contract with us.

Where you make an enquiry or correspond with us for any reason, whether by email or via our contact form or by phone, we will retain your information for as long as it takes to respond to and resolve your enquiry, and for 3 further years, after which point we will delete your information.

In any other circumstances, and where retention periods have not been pre-determined in relation to different types of personal data, we will retain your information for no longer than necessary, taking into account the following criteria:

- the purpose(s) and use of your information both now and in the future (such as whether it is necessary to continue to store that information in order to continue to perform our obligations under a contract with you or to contact you in the future);
- whether we have any legal obligation to continue to process your information (such as any record-keeping obligations imposed by relevant law or regulation);
- whether we have any legal basis to continue to process your information (such as your consent);
- how valuable your information is (both now and in the future);
- any relevant agreed industry practices on how long information should be retained;
- the levels of risk, cost and liability involved with us continuing to hold the information;
- how hard it is to ensure that the information can be kept up to date and accurate; and
- any relevant surrounding circumstances (such as the nature and status of our relationship with you).

		
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When it is no longer necessary to keep your personal data, we will delete or anonymise it.

Transferring your personal data out of the UK and/or the EEA

To deliver services to you, it is sometimes necessary for us to share your personal data outside the UK/EEA. Where we are required to do so, we will ensure appropriate safeguards and protections are in place. We will mainly transfer your personal data out of the UK and/or the EU in the following circumstances:

- when our and/or your service providers or customers are located outside the UK and/or the EEA; and/or
- when you are based outside the UK and/or the EEA.

In certain jurisdictions, such as the UK and the EEA, we can only transfer your personal data to a country or international organisation outside the UK/EEA where:


- the UK government or, where the EU GDPR applies, the European Commission, has decided the particular country or international organisation ensures an adequate level of protection of personal data (known as an ‘adequacy decision’);
- there are appropriate safeguards in place, together with enforceable rights and effective legal remedies for data subjects; or
- a specific exception applies under data protection law

These are explained below.

Adequacy decision

We may transfer your personal data to certain countries on the basis of an adequacy decision granted by the UK government or the European Commission. These include:

- From the UK to all European Union countries, plus Iceland, Liechtenstein and Norway (collectively known as the ‘EEA’), which have been granted adequacy by the UK government;
- From the EEA into the UK and Gibraltar, which have been granted adequacy by the EU Commission; and
- From the UK and the EEA to Andorra, Argentina, Canada, Faroe Islands, Guernsey, Israel, Isle of Man, Japan, Jersey, New Zealand, Switzerland, and Uruguay, which have been granted adequacy by both the UK government and the EU Commission.

		
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The list of countries that benefit from adequacy decisions will change from time to time. We will always seek to rely on an adequacy decision, where one exists.

Other countries or international organisations we are likely to transfer personal data to do not have the benefit of an adequacy decision. This does not necessarily mean they provide poor protection for personal data, but we must look at alternative grounds for transferring the personal data, such as ensuring appropriate safeguards are in place or relying on an exception, as explained below.

Transfers with appropriate safeguards

Where there is no adequacy decision, we may transfer your personal data to a non-EEA country or international organisation if we are satisfied the transfer complies with data protection law, appropriate safeguards are in place, and enforceable rights and effective legal remedies are available for data subjects. The safeguards will usually include using legally-approved standard data protection contract clauses.

Please note that we are currently in the process of updating all our existing contracts with third parties based outside of the UK/EEA, in order to bring these in line with the EU Commission’s latest Standard Contractual Clauses for the transfer of personal data to third countries, as available here: https://eur-lex.europa.eu/eli/dec_impl/2021/914/oj?uri=CELEX:32021D0914&locale=en

To obtain further information about relevant safeguards we rely on, please contact us (see ‘How to contact us’ below).

Transfers under an exception


In the absence of an adequacy decision or appropriate safeguards, we may transfer personal data to a third country or international organisation where an exception applies under relevant data protection law, such as:

- you have explicitly consented to the proposed transfer after having been informed of the possible risks;
- the transfer is necessary for the performance of a contract between us or to take pre-contract measures at your request;
- the transfer is necessary for a contract in your interests, between us and another person; or
- the transfer is necessary to establish, exercise or defend legal claims

We may also transfer information for the purpose of our compelling legitimate interests, so long as those interests are not overridden by your interests, rights and freedoms. Specific conditions apply to such transfers and we will provide relevant information if and when we seek to transfer your personal data on this ground.

Further information


If you would like further information about data transferred outside the UK/EEA, please contact (see ‘How to contact us’ below).

		
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Your rights

In certain jurisdictions, you may enjoy all or some of the following rights in relation to your information. You may exercise these rights by contacting us (see 'How to contact us' below) or, where applicable, the data controller at issue:

Access	The right to be provided with a copy of your personal data please note that where you request access to your information, we are required by law to use all reasonable measures to verify your identity before doing so. This is designed to protect your information and to reduce the risk of identity fraud, identity theft or general unauthorised access to your information. We may require original or certified copies of certain documentation in order to be able to verify your identity before we are able to provide you with access to your information.
Rectification	The right to require us to correct any mistakes in your personal data
Erasure (also known as the right to be forgotten)	The right to require us to delete your personal data—in certain situations
Restriction of processing	The right to require us to restrict processing of your personal data in certain circumstances, for instance if you contest the accuracy of the data
Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
To object	The right to object: —at any time to your personal data being processed for direct marketing and for profiling purposes; please note that you may exercise

		
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	<p>this specific right by clicking the unsubscribe link contained at the bottom of any marketing email we send to you and/or by objecting to our use of information collected from cookies and similar technologies, as detailed in our cookies policy: http://www.robertguy.co.uk/cookies-policy</p> <p>—in certain other situations, to our continued processing of your personal data, for example processing carried out for the purpose of our legitimate interests.</p>
Not to be subject to automated individual decision making	The right not to be subject to a decision based solely on automated processing (including the profiling which precedes automated individual decision-making) that produces legal effects concerning you or similarly significantly affects you


For further information on each of those rights, including the circumstances in which they apply, please contact us (see ‘How to contact us’ below) or see the underlying legislation contained in Articles 12 to 22 and 34 of the EU GDPR (available here: http://ec.europa.eu/justice/data-protection/reform/files/regulation_oj_en.pdf) and contained in sections 15 and 16 of the UK GDPR (available here: <https://www.legislation.gov.uk/ukpga/2018/12/part/2/chapter/2/crossheading/restrictions-on-data-subjects-rights/enacted>).

For specific information about your rights as a California-based consumer, as well as the limitations that apply to these rights, please consult:

https://leginfo.ca.gov/faces/billTextClient.xhtml?bill_id=201720180SB1121

If you would like to exercise any of those rights, please:

- email, call, write to us or complete one of the contact forms available on our website at <https://www.robertguy.co.uk/contact> —see below: ‘How to contact us’; and
- in any case, provide enough information to identify yourself (*such as your full name, email address or postal address, and customer or matter reference number*) and any additional identity information we may reasonably request from you;

		
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- let us know what right you want to exercise and the information to which your request relates.

Keeping your personal data secure

Pursuant to articles 25 of the EU GDPR and 56 of the UK GDPR, we take appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine business need to access it, on an anonymised basis wherever possible. Those processing your information will do so only in an authorised manner, will be subject to verifications of their identify and will be subject to a duty of confidentiality where appropriate. We continually test our systems and use the Secure Sockets Layer (SSL) protocol to encrypt any information you submit to us via any forms on our website.

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

While we take appropriate measures to secure your information once we have received your data and while we store it, the transmission of information over the internet is unfortunately not entirely secure. If you transmit any information to us over the internet (whether by email, via our website or any other means), you do so entirely at your own risk. We cannot be responsible for any costs, expenses, loss of profits, harm to reputation, damages, liabilities or any other form of loss or damage suffered by you as a result of your decision to transmit information to us by such means.

How to complain


Please contact us if you have any query or concern about our use of your information (see below 'How to contact us'). We hope we will be able to resolve any issues you may have.

In accordance with Article 77 of the EU GDPR and section 165 of the UK GDPR, you also have the right to lodge a complaint with a supervisory authority, in particular in the State of your habitual residence, place of work or of an alleged infringement of either regulation. For the purposes of the UK for example, the supervisory authority is the Information Commissioner's Office (ICO), the contact details of which are available here: <https://ico.org.uk/global/contact-us/>

Changes to this privacy policy

This privacy notice was published on 25th May 2018 and last updated on 01 April 2022.

Where we make minor changes to our Privacy Policy, we will update our Privacy Policy with a new 'last-updated on' date, as stated above.

		
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We may also make substantial changes to this privacy notice, such as where and if we decide to use your information for a new purpose or different purposes than the purposes for which we originally collected — when and if we do make such changes, we will inform you via email (where possible) or by posting a notice on our website.

Children’s Privacy

Because we care about the safety and privacy of children online, we comply with the Children’s Online Privacy Protection Act of 1998 (COPPA). COPPA and its accompanying regulations protect the privacy of children using the internet.

We do not knowingly contact or collect information from persons under the age of 18 and our website is not intended to solicit information of any kind from persons under the age of 18.

It is possible that we could receive information pertaining to persons under the age of 18 by the fraud or deception of a third party. If we are notified of this, as soon as we verify the information, we will, where required by law to do so, immediately obtain the appropriate parental consent to use that information or, if we are unable to obtain such parental consent, we will delete the information from our servers. If you would like to notify us of our receipt of information about persons under the age of 18, please do so by sending an email to hello@robertguy.co.uk.

California Do Not Track Disclosures


“Do Not Track” is a privacy preference that users can set in their web browsers. When a user turns on a Do Not Track signal in their browser, the browser sends a message to websites requesting that they do not track the user. For information about Do Not Track, please visit www.allaboutdnt.org

At this time, we do not respond to Do Not Track browser settings or signals. In addition, we use other technology that is standard to the internet, such as pixel tags, web beacons, and other similar technologies, to track visitors to the website. Those tools may be used by us and by third parties to collect information about you and your internet activity, even if you have turned on the Do Not Track signal. For information on how to opt out from tracking technologies used on our website, see our cookies policy which is available here: <http://www.robertguy.co.uk/cookies-policy>

How to contact us

You can contact us by post, email or telephone if you have any questions about this privacy policy or the information we hold and share about you, to exercise a right under the relevant data protection law or to make a complaint.

You may also contact us via one of the contact forms which can be found and submitted on our website here: <https://www.robertguy.co.uk/contact>

		
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Our contact details are shown below:

Our contact details
<p>Contact Address:</p> <p>Robert Guy Ltd 54-62 Raymouth Road London SE16 2DB</p> <p>Email Address:</p> <p>hello@robertguy.co.uk</p> <p>Contact Telephone Number:</p> <p><u>+44 (0) 20 7237 3857</u></p>

This policy was produced by;

NAME	Penny Hales	JOB TITLE	AGM
DATED	05.12.23	SIGNED	<i>Penny Hales</i>

This policy is Authorised by;

NAME	Mike Viney	JOB TITLE	Director
DATED	05.12.23	SIGNED	