

## **PRIVACY POLICY**

This privacy policy applies between you, the User of this Website and Toy Box Brighthouse, the owner and provider of this Website. Toy Box Brighthouse takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website. We ask you to read it carefully. We may be required to change it from time to time so we also ask you to check it occasionally to make sure you are aware of the latest version.

### **The DPA & GDPR May 2018**

We treat any personal information (which means data from which you can be identified, including your name, address, e-mail address, etc) that you provide us, or that we obtain from you, in accordance with the provisions of the Data Protection Act 1998, and already complies to the GDPR (General Data Protection Regulation) which comes into affect from May 2018. Under this Act, we have a legal duty to protect any information we collect from you. Any amendments to this policy will continue to be in accordance with the provisions of the Data Protection Act 1998.

### **Definitions and interpretation**

1. In this privacy policy, the following definitions are used:

#### **Data**

collectively all information that you submit to Toy Box Brighthouse via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Act 1998;

#### **Toy Box Brighthouse, we or us**

Toy Box Brighthouse is owned by Brathay Childcare Limited (company number 10839026, whose registered address is Brathay House, Broad Walk, Prestbury, Cheshire, SK10 4BR.

#### **User or you**

any third party that accesses the Website and is not either (i) employed by Toy Box Brighthouse and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Toy Box Brighthouse and accessing the Website in connection with the provision of such services; and

#### **Website**

the website that you are currently using, <http://www.toyboxbrighthouse.co.uk/> and any sub-domains of this site unless expressly excluded by their own terms and conditions.

### **Scope of this privacy policy**

1. This privacy policy applies only to the actions of Toy Box Brighthouse and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

### **Data collected**

1. We may collect the following Data, which includes personal Data, from you:
  1. Name

2. Contact Information such as email addresses and telephone numbers;
3. Demographic information such as post code, preferences and interests;
4. IP address (automatically collected);
5. Web browser type and version (automatically collected);
6. Operating system (automatically collected);
7. A list of URLs starting with a referring site, your activity on this Website, and the site you exit to (automatically collected);

in each case, in accordance with this privacy policy.

### **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

1. Internal record keeping.
2. We may use the information to improve our products and services.
3. We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
4. From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

### **Our use of Data**

1. For purposes of the Data Protection Act 1998, Toy Box Brighthouse is the "data controller".
2. We will retain any Data you submit to us (including but not limited to registration, feedback, survey, and competition forms), and in e-mails which you send to us.
3. Unless we are obliged or permitted by law to do so, and subject to any third party disclosures specifically set out in this policy, your Data will not be disclosed to third parties. This our affiliates and / or other companies within our group.
4. All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see the clause below (**Security**).
5. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

in each case, in accordance with this privacy policy.

### **Downloads & Media Files**

1. Any downloadable documents, files or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third party anti virus software or similar applications.
2. We accept no responsibility for third party downloads and downloads provided by external third party websites and advise users to verify their authenticity using third party anti virus software or similar applications.

### **Links to other websites**

1. Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

### **Controlling use of your Data**

1. You may choose to restrict the collection or use of your personal information in the following ways:
2. whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
3. if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [email address]
4. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.
5. You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to [address].
6. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.

### **Functionality of the Website**

1. To use all features and functions available on the Website, you may be required to submit certain Data.

### **Use of cookies**

1. Cookies are small files saved to the user's computers hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website, either temporarily or permanently. This does not include any personal information and remains anonymous.
2. Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

### **Website Visitor Tracking**

1. This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your computers hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

## **Adverts and Sponsored Links**

1. This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.
2. Clicking on any such adverts will send you to the advertisers website through a referral program which may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may in turn be saved on your computers hard drive. Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

## **Security**

1. Data security is of great importance to Toy Box Brighthouse and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.
2. If password access is required for certain parts of the Website, you are responsible for keeping this password confidential.
3. We endeavour to do our best to protect your personal Data. However, transmission of information over the internet is not entirely secure and is done at your own risk. We cannot ensure the security of your Data transmitted to the Website.

## **General**

1. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
2. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
3. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
4. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

## **Changes to this privacy policy**

1. Toy Box Brighthouse reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

## **Contacting us in relation to web site privacy matters**

1. If you have any questions or concerns about our privacy statement and practices, please contact Toy Box Brighthouse by email at [info@toyboxbrighthouse.co.uk](mailto:info@toyboxbrighthouse.co.uk) .