

# PRIVACY POLICY

Please be assured that Cain of Heswall Ltd is absolutely committed to ensuring that your privacy is secure.

As with all shopping websites, we collect personal information from you when you shop online at Cain of Heswall.co.uk

We use this information to make your shopping experience as easy and enjoyable as possible. We need it to process your order, and to inform you of any delays or problems.

## YOUR DATA

The information we collect is:

**Your name** – so we know what to call you if and when we contact you.

**Email address** – so we can email your order confirmations, delivery delays, etc. You can unsubscribe at any time. Please allow 10 days for your request to be updated across all our systems. You can also subscribe to our separate Premier Mailing list, you will then receive occasional emails from us with the latest offers, sales, and new product launches (usually no more than a maximum of two emails a month). You can unsubscribe at any time, and we DO NOT give this information to third parties.

**Delivery address** - so we know where to send goods to you.

**Telephone number** - To contact you to discuss your order. We'll only call if we have a delivery problem, or to talk to you about your order. We will not call you for any other reason other than to help you with your orders, returns, or queries.

**Payment Card Details** - We only ask for these when you place your order, and we don't store any of your card details on the server. They are all processed and held securely by our payment partner, Lloyds Cardnet and PayPal. Just to confirm, we never see or store your credit card details on the website or on our servers.

Our site is secured using the latest secure server technology to ensure this information is protected to the highest standards.

We use encryption to safeguard your credit card information and only accept orders from web browsers that permit communication through Secure Socket Layer (SSL) technology - this means you cannot inadvertently place an order through an unsecured connection. Most common web browsers support this security.

This encryption makes it virtually impossible for unauthorised parties to read any information that you send us.

The encryption technique we use is the highest standard available for e-commerce, and our security certificate can be viewed here at any time.

## DATA PROTECTION

Cain of Heswall Ltd is a registered data controller under the Information Commissioner's Office (ICO). We will never pass on your details to third parties for marketing purposes unless you have explicitly agreed to it.

There are only two circumstances where we may share some of your data with others:

With agents (including credit card reference agencies, credit card clearing agencies (Lloyds Cardnet), fraud prevention and detection agencies, delivery companies and data processing analysts) that we use to process the orders you place with us, or who assist us in the service we provide to you. In these instances, we provide them with only the information they need to perform their function.

In the unlikely event that our business assets are ever sold to, or purchased by another company (our data records are part of our business).

If you have any questions about your personal data or our privacy policy, please contact us at [dpo@cainofheswall.co.uk](mailto:dpo@cainofheswall.co.uk)

To see all the information we have about you, and to correct any inaccuracies or for the removal, please write to:  
The Data Protection Officer  
Cain of Heswall Ltd  
187 Telegraph Road,  
Heswall,  
Wirral.  
CH60 7SE

## **MARKETING PERMISSIONS AND CONSENT**

If you sign up to our Premier Mailing list, Cain of Heswall Ltd will send you occasional special offers and promotions by email (usually no more than a maximum of two emails a month). If you do not wish to receive any further email messages from us, (and we quite understand if you don't, but remember that if you unsubscribe we will not be able to send you Sale details before anyone else) Please unsubscribe here.  
You can also unsubscribe via the link on every marketing email we send out.

## **CHILDREN**

Customers need to be over 16 years old to create an account with us and to sign up to receive our newsletter. We do not knowingly collect Personal Data from children under the age of sixteen (16). If you are under the age of sixteen (16), please do not submit any Personal Data through the Services. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children never to provide Personal Data through such Sites and Services without their permission. If you have reason to believe that a child under the age of 16 has provided Personal Data to us through our site, please email our Data Protection Officer at [dpo@cainofheswall.co.uk](mailto:dpo@cainofheswall.co.uk) and we will endeavour to delete that information from our databases.

## **COOKIE POLICY FOR CAIN OF HESWALL LTD**

### **What are Cookies?**

As is common practice with almost all professional websites this site uses cookies, which are tiny files that are downloaded to your computer, to improve your experience. This page describes what information they gather, how we use it and why we sometimes need to store these cookies. We will also share how you can prevent these cookies from being stored however this may downgrade or 'break' certain elements of the sites functionality. For more general information on cookies see the Wikipedia article on HTTP Cookies.

### **How we Use Cookies**

We use cookies for a variety of reasons detailed above. Unfortunately, in most cases there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

### **Disabling Cookies**

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this). Be aware that disabling cookies will affect the functionality of this and many other websites that you visit. Disabling cookies will usually result in also disabling certain functionality and features of this site. Therefore, it is recommended that you do not disable cookies.

## **THE COOKIES WE SET**

If you create a Premier Mailing account with us, then we will use cookies for the management of the signup process and general administration. These cookies will usually be deleted when you log out however in some cases they may remain afterwards to remember your site preferences when logged out. We use cookies when you are logged in so that we can remember this fact. This prevents you from having to log in every single time you visit a new page. These cookies are typically removed or cleared when you log out to ensure that you can only access restricted features and areas when logged in.

This site offers newsletter or email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users.

This site offers e-commerce or payment facilities and some cookies are essential to ensure that your order is remembered between pages so that we can process it properly.

When you submit data to through a form such as those found on contact pages or comment forms cookies may be set to remember your user details for future correspondence. In order to provide you with a great experience on this site we provide the functionality to set your preferences for how this site runs when you use it. In order to remember your preferences we need to set cookies so that this information can be called whenever you interact with a page is affected by your preferences.

### **THIRD PARTY COOKIES**

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site. This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. For more information on Google Analytics cookies, see the official Google Analytics page.

From time to time we test new features and make subtle changes to the way that the site is delivered. When we are still testing new features these cookies may be used to ensure that you receive a consistent experience whilst on the site whilst ensuring we understand which optimisations our users appreciate the most.

As we sell products it's important for us to understand statistics about how many of the visitors to our site actually make a purchase and as such this is the kind of data that these cookies will track. This is important to you as it means that we can accurately make business predictions that allow us to monitor our advertising and product costs to ensure the best possible price.

In some cases we may provide you with custom content based on what you tell us about yourself either directly or indirectly by linking a social media account. These types of cookies simply allow us to provide you with content that we feel may be of interest to you. We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work the following social media sites including; Facebook, will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

### **MORE INFORMATION**

Hopefully this has clarified things for you and as was previously mentioned if there is something that you aren't sure whether you need or not it's usually safer to leave cookies enabled in case it does interact with one of the features you use on our site. However, if you are still looking for more information, you can contact us through one of our preferred contact methods.

Contact us by post: -  
Cain of Heswall Ltd  
187 Telegraph Road,  
Heswall,  
Wirral.  
CH60 7SE

### **POLICY AMENDMENTS**

We may update our policies from time-to-time by posting a new version on our website. Please check our policy pages occasionally to ensure that you are happy with any changes. Please contact us for a copy of our Privacy Policy.

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