

## **Privacy Policy**

The purpose of this privacy policy aims to give you information on how Vaperz and associated companies collect, process and store your data. Whether it be collected automatically or through data you supply when making or attempting to make a purchase.

### **Controller**

Vaperz is the controller and is responsible for your personal data. We have a lead data protection officer who can be contacted via our contact us page on our website, if you have any queries regarding this privacy policy. You may also write or phone using the details provided in the contact us section of our website.

### **The personal data we collect about you and how it's collected.**

We collect data from you automatically when you visit our site. This includes information about your browser & IP address.

We also collect personal identifiable data directly from you when you attempt to place or place an order.

Your Name

Address

Phone Number

Email

We also collect data from you when you sign up to our newsletter for marketing purposes.

When you attempt to make a payment, all financial details are processed via PayPal or WorldPay. We never have access to your financial details and they are never stored on our site.

### **How do we use your data?**

We only use the information collected from our site for legitimate business purposes.

We use your personal information to fulfil your orders, arrange shipping and to communicate with you regarding any queries with your order.

### **Storing & Protecting your data.**

The information collected on our website is stored on a secure third party server in the UK.

We have taken appropriate security measures to prevent your personal data being accidentally lost, used, or accessed in an unauthorised manner. We limit access to your data to a need to know basis only.

You acknowledge that the internet is not a completely secure medium for communication and we cannot guarantee the security of any information sent to us or we send to you via the internet. We are therefore not responsible for any damages which you or others may suffer as a result of the loss of confidentiality of such information.

Any paper records of your orders are stored in a secure office environment.

## **Data Retention**

We will retain any electronic information on our website until you ask us to delete it. Paper records of orders will be kept for a minimum of 7 years for accounting purposes. After this time, they will be destroyed.

## **Sharing your data (Third Parties)**

We will never share or sell information to a third party

We will share your data with essential service providers such as our web hosts, payment gateway providers, couriers, accountants, lawyers, insurers & law enforcement if necessary. Each of these third parties will have their own privacy policies.

## **How to opt out and withdraw consent**

You may opt out of receiving marketing materials from us at anytime by emailing us directly at [GDPR@vaperz.co.uk](mailto:GDPR@vaperz.co.uk).

## **Your Legal Rights**

Under certain circumstances, you have rights under UK data protection laws in relation to your personal data.

You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it for example (a) where you consider that we do not need it any longer for the purposes for which we originally collected it as explained to you in this Privacy Policy, (b) where you have withdrawn your consent to our using it and we had relied on that consent according to this Policy, (c) where you consider that we cannot show a ‘legitimate interest’ in continuing to process it and we have relied on that legitimate interest to process it as explained to you in this Policy . You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

You may object to the processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

You may request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to

establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

You may request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

You may withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

If you wish to exercise any of these rights, please contact us at [GDPR@vaperz.co.uk](mailto:GDPR@vaperz.co.uk).

### **NO FEE REQUIRED**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

### **WHAT WE MAY NEED FROM YOU**

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **TIME LIMIT TO RESPOND**

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.