

# Privacy Policy

The following Privacy Policy is taken from the Terms and Conditions of Service, and forms a part of these terms and conditions:

We are committed to protecting your privacy. Only authorised employees within the company may use any information collected from individual customers and web users on a need-to-know basis. We constantly review our systems and data to ensure the best possible service to our customers and web users. We do not store customer credit/ debit card details, nor do we store any non-essential sensitive customer information.

## Confidentiality Notice

Client records are regarded as confidential and therefore will not be divulged to any third party, unless we are legally required to do so to the appropriate authorities. Clients have the right to request sight of, and copies of any Client Records that we keep about them. If you wish to view the information that we hold about you, please email [info@lushdigitalmedia.co.uk](mailto:info@lushdigitalmedia.co.uk). We will respond to information requests within 1 month of receipt. Any inaccuracies reported to us will be rectified promptly, and we will usually be able to delete your personal information if requested (except in special circumstances). We will not sell, share, or rent your personal information to any third party or use your e-mail address for unsolicited mail. Any emails sent by this Company will only be in connection with the provision of agreed services and products, or for the purpose of offering information about similar such future services. We will not add you to any mailing lists without your permission. If you have given consent for us to email you with our newsletter and updates, you can easily opt out by following the link to unsubscribe on any marketing email.

## What personal data we collect and why we collect it

If you make an enquiry with us, either by email, phone, contact form or in person, we will request the following information: First and Last Name, Company Name (if applicable), Email Address, Telephone Number, Billing Address and Delivery Address. These details are required by us, so as to be able to verify your identity and to enable us to provide you with any such contractual service that you may request from us. Depending on the nature of your enquiry, we may also request further information, such as the finer details of an event or service request, so as to be able to provide you with recommendations on the most appropriate services to meet your requirements. Please be aware that all information provided by you will be stored on one or more databases, with the exception of any sensitive data such as credit/ debit card details. We hold this information securely and in accordance with the relevant laws, including the General Data Protection Regulation (GDPR).

## Cookies

We use cookies to improve your online experience. If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

## Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

## How long we retain your data

If you make an enquiry or place an order with us, we will store your data indefinitely, in order to enable you to place future orders more easily. If you leave a comment or product review, the comment/ review and its metadata are retained indefinitely. This is so we can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue. For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

## What rights you have over your data

If you have an account on this site, or have left comments or product reviews, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

## How we protect your data

We have adopted adequate measures to avoid alteration, loss or unauthorised access to your data. Data is secured through password protection and is stored on secure cloud databases. Our staff are trained in data protection.

## What data breach procedures we have in place

If we believe there has been a data breach, we will inform the ICO within 24 hours. If you have any questions about our privacy policy, please email [info@lushdigitalmedia.co.uk](mailto:info@lushdigitalmedia.co.uk)