

## **Privacy Policy**

We are Do South Ltd and we always try to protect your personal privacy. This privacy statement is here to help you understand what we may do with any information you tell us about. You can access our website home page and browse our site without disclosing your personal data, however if you do give us your personal details, you are accepting these terms. If you do not agree with this Privacy Policy, do not give us your details. This Privacy Policy forms part of our Terms and Conditions.

### **The personal information we hold.**

What sorts of personal information we hold is based on the information you have provided to us such as your name, address, telephone number, email address, bank account and payment card details, any social media comments feedback and review information by phone email and post, order history, account log in information, whether you want to receive marketing materials from us and what type and frequency.

### **Our legal basis for processing personal data.**

We must process your personal information in order to provide you with the products or services you are consenting for us to provide. We must have a "legal basis" in order to do this, the legal basis we rely on includes legitimate interest, performance of a contract, fraud prevention, vital interests, public information, legal claims and legal obligation.

### **How we will use your personal information**

Your personal information is used in several ways; To provide products and services, personalise your shopping experience, safety and security, analytics and profiling, contacting you and cookies.

Once you have purchased with us, we would like to send you our latest information, product updates and special offers. We may also use your information to manage your purchases such as sending a confirmation email or arranging for delivery with a third-party carrier. We monitor online behavior and carry out checks to ensure our customers are genuine and prevent fraud and to help customers use our services appropriately. Analytics and profiling are for statistical analysis to enable us to understand the products and services you purchase and allow us to improve these to serve you better.

### **Cookies**

In common with other websites, we do also use "cookies". A cookie is a small file that a website puts on your hard drive so that it can remember something about you at a later time. Our online ordering system uses a cookie to record a unique reference on your computer so that we can keep track of your order and retain the contents in your shopping basket. You can control the use of cookies on your computer and can turn them on or off at any time. Please refer to your internet browser. In order that we can monitor and improve the site we may gather certain information about you when you use it including details of your domain name and IP address, operating system, browser, version and the Website that you visited prior to this site. Please note: We do not use cookies to store any of your personal or financial information on your computer. You can control the use of cookies on your computer by either enabling or disabling them yourself. You can get more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org).

### **Your rights**

Where we rely on your consent as the legal basis on which we process your personal information you may also withdraw that consent at any time. You have a number of rights under data protection laws which include but are not limited to:

- The right to access a copy of the personal information we hold about you

- The right of correction inaccurate personal information we hold about you
- The right to restrict our use of your personal information
- The right to be forgotten; and
- The right to object to our use of your personal information

In certain circumstances, you may be able to exercise your rights in relation to the personal information we process about you. If you are seeking to exercise your rights, please contact us at [info@do-south.com](mailto:info@do-south.com). Your identity will be verified before we are able to fulfil your rights to prevent fraudulent requests.

**How long we will keep your personal information.**

Your information will be kept for a period no longer than as set out in the current standardised data protection laws General Data Protection Regulations (GDPR).

**Security**

We have controls in place to protect your personal information as we take it very seriously. We use firewalls, user verification and strong data encryption. We utilise industry “good practice” standards of the maintenance of our information security management system.

**Contact us.**

If you have given us your details and then decide you no longer wish for us to use your details or to check any information that we are holding about you or ask any questions about this Privacy Policy please contact us in writing at [info@do-south.com](mailto:info@do-south.com).

**Policy updates**

When this Privacy Policy is updated it will be published to our website. This Privacy Policy was reviewed in June 2020.