

# Privacy Policy

*Frandsk Ltd t/a Claire Clifford Office Products ("We") are committed to protecting and respecting your privacy.*

*This policy (together with our terms of use (available on request) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By*

*visiting [www.orderstationery.co.uk](http://www.orderstationery.co.uk) you are accepting and consenting to the practices described in this policy.*

## *INFORMATION WE MAY COLLECT FROM YOU*

*We may collect and process the following data about you:*

- Information you give us. You may give us information about you by filling in forms on our site [www.orderstationery.co.uk](http://www.orderstationery.co.uk) (our site) or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, subscribe to our service, search for a product, place an order on our site, and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, financial and credit card information.*
- Information we collect about you. With regard to each of your visits to our site we may automatically collect the following information:*
  - 1. technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;*

2. *information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.*
- *Information we receive from other sources. We may receive information about you if you use any of the other websites we operate or the other services we provide. In this case we will have informed you when we collected that data that it may be shared internally and combined with data collected on this site. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.*

## *COOKIES*

*Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them see our Cookie policy.*

## *USES MADE OF THE INFORMATION*

*We use information held about you in the following ways:*

- *Information you give to us. We will use this information:*

1. to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
  2. to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
  3. to provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. If you are an existing customer, we will contact you by electronic means with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means, only if you have consented to this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data;
  4. to notify you about changes to our service;
  5. to ensure that content from our site is presented in the most effective manner for you and for your computer.
- *Information we collect about you. We will use this information:*
    1. to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
    2. to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
    3. to allow you to participate in interactive features of our service, when you choose to do so;

4. *as part of our efforts to keep our site safe and secure;*
  5. *to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;*
  6. *to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.*
- *Information we receive from other sources. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).*

## ***DISCLOSURE OF YOUR INFORMATION***

*We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.*

*We may share your information with selected third parties including:*

- *Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.*
- *Analytics and search engine providers that assist us in the improvement and optimisation of our site.*
- *Credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.*

*We may disclose your personal information to third parties:*

- *In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.*
- *If Frandisk Ltd t/a Claire Clifford Office Products or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.*
- *If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use (available on request) or terms and conditions of supply (Available on request) and other agreements; or to protect the rights, property, or safety of Frandisk Ltd t/a Claire Clifford Office Products, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.*

## *LEGITIMATE INTERESTS*

*Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. For B2B accounts one of the lawful reasons is called 'legitimate interests'.*

*Broadly speaking Legitimate Interests means that we can process your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests.*

*So, what does this mean? When you provide your personal details to us we use your information for our legitimate business interests to carry out our work of servicing businesses throughout our territory. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.*

*Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of*

*our systems, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns and sales. We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and products and provide the best and most secure experience. These are what we consider to be our 'Legitimate Interests'.*

## ***OUR INTERESTS***

*The following are some examples of when and why we would use this approach in our work:*

- Marketing: We will make best effort to ensure our marketing is tailored and relevant for you where-ever we deem you to be in the sales cycle.*
- Process Orders: In order for us to process an order, payment has to be taken and contact information collected, such as name, delivery address and telephone number, provided. Both the buyer and seller would need to record the transaction.*
- Your best interest: Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.*
- Personalisation: Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our customers and prospects.*
- Analytics: To process your personal information for the purposes of customer analysis, assessment, profiling and marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant*

*information if this does not harm any of your rights and interests.*

- Research: To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationships with you.*
- Due Diligence: We may need to conduct investigations on supporters, potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.*

*We will also hold information about you so that we can respect your preferences for being contacted by us.*

## ***YOUR INTERESTS***

*When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).*

*Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by contacting us.*

## ***WHERE WE STORE YOUR PERSONAL DATA***

*All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a*

*password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.*

*Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.*

## ***YOUR RIGHTS***

*You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [mail@claireclifford.com](mailto:mail@claireclifford.com).*

*Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.*



## *ACCESS TO INFORMATION*

*The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act.*

## *CHANGES TO OUR PRIVACY POLICY*

*Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy. Last updated May 2018.*

## *CONTACT*

*Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [mail@claireclifford.com](mailto:mail@claireclifford.com).*