

Privacy Policy

1: Who we are?

Pristine Retail Ltd is committed to being open and transparent about how it processes personal data and meets its data protection obligations. Please read this privacy notice carefully.

This notice covers the Pristine Retail Ltd family of businesses. For more information on our businesses please go to

www.pristinemaintenance.co.uk

This notice together with any documents referred to in it explains how we process your personal data including the collection, storage, how we use it and otherwise process your data. It also explains your rights in relation to that personal data.

2: **How we collect your data**

We collect data in several ways, including in store, via the website, by phone, fax, post or social media:

Browsing, ordering and buying goods in store or from our website

Registering for an online account

Signing up and receiving marketing emails, competition and prize draw entry

Customer feedback, including satisfaction surveys and product reviews

When you contact us such as via customer services or social media

3: **What data we collect**

The type of information that we collect will depend on the interaction or relationship we have with you. Types of information we collect may include:

Name

Email

Residential address and delivery address

Mobile no and Home No

4: **Who we collect data from?**

Customers

Suppliers

Subscribers

Individuals who send enquiries/information to us

Visitors to our premises and or website

Team members, contractors, temporary and casual workers

Images captured from our CCTV and other recording devices

Any relevant third parties

Governing and legal bodies

5: **How we use your data**

To process and complete customer transactions, including returns.

To notify you about changes or updates to our goods or services.

To improve/personalise our service offerings to you.

To respond to any comments, enquiries or complaints and resolve any issues.

To maintain and administer our records.

To evaluate how our goods and services meet your needs, and to have a better understanding of how and where we can make improvements through market research and feedback.

To send you offers we think might be of interest to you.

Using Images and AI to prevent, detect and investigate claims and crime, such as fraud, theft, criminal damage etc

To make sure that your visit to our website provides you with the most suitable content (please refer to the cookies policy)

Use your online browsing behaviour and purchases to help us better understand you, meet your needs as a customer and to provide you with marketing communications which are relevant to your interests.

To assist **Pristine Retail Ltd** in matters relating to the Health and Safety Act 1974

6: **Our legal basis for using your data**

We only use your data when we have a legal basis for doing so. The legal basis for using your data will depend on what we need to do but includes:

Contract: for **Pristine Retail Ltd** to provide goods and services

Legal obligation: to comply with the law

Vital Interests: for us to be able to protect individuals

Legitimate Interest: where necessary for our interests or the interest of a third party, after carefully considering any effect to individual rights and freedoms

Consent: where clear consent is given to use your data for a specific purpose.

7: **Who we share your data with?**

We do not share or disclose your data, except as described in this Privacy Notice. **Pristine Retail Ltd** businesses may need to share your personal data so that the right business can provide the service you have requested.

Data sharing with third parties

We also work with trusted third-party suppliers and agencies so they can process data on our behalf, but only where they meet our data protection and security standards. We only share the minimal information that allows them to provide services to us or to facilitate providing services to you.

The types of third parties include:

Couriers

Suppliers and manufacturers

Advertising, marketing, market research and customer feedback/competition agencies

Social media platforms

Other trusted third parties, including IT & website service providers

Research agencies

Law enforcement and Government agencies

Our trusted professional advisers, such as insurance providers, legal, civil / debt recovery and collecting investigators, accountancy and auditors.

8: **Where we store your data**

We transfer data between our family of businesses and with our suppliers and service providers. Where these providers are based outside the UK, we use appropriate safeguards as set out in the law to protect your data.

9: **How long**

We will only retain your data for as long as is necessary or in accordance with legal requirements. How long we need to keep your personal data will depend on the purpose it was collected for, including: providing you with services you've requested, meeting our legal and regulatory obligations, complaints, and disputes.

When we no longer have a requirement to keep your data, this will be securely deleted or archived anonymously.

For more information on how long your data is stored please contact:
pristine@gmx.co.uk

10: **Your rights regarding your data**

You have several rights available to you and these are set out in the General Data Protection Regulations including:

Right to be informed -this means you have a right to be informed about the way we collect and use your data.

Right of Access - this means you have a right to request a copy of the data we hold about you.

Right of Rectification - this means that you can request we correct your personal data if it is inaccurate.

Right of Erasure - this means you can request that all the data that we hold about you is deleted.

Right to Restrict Processing - this means that you can request the processing of your data is blocked and your data is stored separately.

Right to Data Portability - this means that you can request a secure transfer of your data to another business.

Right to Object - this means you have a right to object to direct marketing, including profiling.

Rights Related to Automated Decision Making and Profiling – this means that human intervention can be requested where automated decision making, and profiling is made about you.

Right to withdraw consent – please send to: pristineretail@gmx.co.uk

11: **Obtaining a copy of your data**

If you wish to see the personal data, we hold for you then please send your request to: pristineretail@gmx.co.uk

12: **Contact Us**

If you wish to make a request relating to any of the above rights, please contact:

The contact details for the Data Protection Officer for Pristine Retail Ltd are:

Email address: pristine@gmx.co.uk **If you wish to make a request relating to any of the above rights, please**

13: Your right to complain to the regulator

We would request that you contact us prior contacting the Information Commissioners Office (ICO for short) who are the regulator and supervisory authority for the United Kingdom is, so we can make every effort to reassure you and answer any queries you may have.

You have the right to make a complaint to the ICO if you believe that we are not using your data in accordance with the law.

The ICO website is www.ico.org.uk where you can find information on how to complain.

14: Privacy Notice changes

This Privacy Notice is reviewed and updated on an annual basis, in addition to making any changes in line with updated regulation and communicating changes accordingly.

Last updated: April 2023

Reason for update: Annual review