



# COMFORT CASES UK

## PRIVACY POLICY

Comfort Cases UK takes your privacy very seriously and is committed to protecting your personal information. This privacy policy sets out the way in which any personal information you provide to us is used and kept secure by Comfort Cases UK. It applies whenever we collect your personal data (including when you use our website or other digital platforms), so please read it carefully.

### About us

Comfort Cases UK is a not for profit organization (registered charity number pending.) This privacy policy applies to all users of the Comfort Cases UK brand including users of our website.

Our administration office is located at:

C/O Sarah Laster  
23 Ribston Close  
Shenley  
WD7 9JW

### About this privacy policy

Comfort Cases UK is a “data controller” (collectively referred to as “Comfort Cases UK”, “we”, “us” or “our” in this privacy notice). This means that we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy notice.

This privacy notice aims to give you information on how Comfort Cases UK collects and processes your personal data through your use of this website and in the provision of our services, including any data you may provide through this website when you ask us to contact you or use a product or service, in accordance with the General Data Protection Regulation (GDPR).

This privacy notice applies to all users of our website, supporters, donators, end users, and third parties that we may instruct from time to time to carry out the services on our behalf.

Further information on how we process data can be found below.

This privacy policy explains what information we may collect about you, how we may use it, and the steps we take to ensure that it is kept secure. We also explain your rights in respect of your personal data. Please note that our website and other digital platforms may contain links to third party websites / digital platforms which are provided for your convenience. We are only responsible for the privacy practices and security of our own digital platforms. We recommend that you check the privacy and security policies and procedures of each website / digital platform that you visit.

How to contact us about your personal data or this privacy policy

If you have any questions about this privacy policy or about your personal data, please email us at [hello@comfortcasesuk.org](mailto:hello@comfortcasesuk.org) or write to us at our administration office (address above).

Information we collect and what we use it for:

All personal information that we collect about you will be recorded, used, and protected by us in accordance with applicable data protection legislation and this privacy policy. We may supplement the information that you provide with other information that we obtain from our dealings with you or which we receive from other organisations, for example, our sponsors and partners.

In broad terms, we use your data for the following purposes:

- to administer and provide products and services you request or have expressed an interest in
- to communicate with you in the event that any products or services you have requested are unavailable
- for fraud screening and prevention purposes
- for record keeping purposes
- to carry out market research so that we can improve the products and services we offer
- to track your activity on our digital platforms
- to create an individual profile for you so that we can understand and respect your preferences
- to personalise and improve your experience on our digital platforms
- to personalise and / tailor any communications that we may send you

- for profiling purposes to enable us to personalise and/or tailor any marketing communications that you may consent to receive from us
- When we provide you with products or services we may collect and store any personal information that you provide to us. We may, for example, keep a record of your name, address, delivery address, email address and telephone number.

When you sign up with us for an online account, register to receive marketing communications from us (and/or our sponsors and partners), fill in one of our forms (whether online or offline) or otherwise expressly provide us with your personal information, we may collect and store any personal information that you provide to us and may use it to personalise and improve your experience on our digital platforms, provide products and services you request from us.

When you interact with our digital platforms, we may also automatically collect the following information about your visit.

- how you have reached our digital platform and the internet protocol (IP) address you have used
- your browser type, versions and plug-ins, and your operating system
- your journey through our digital platform, including which links you click on and any searches you made, how long you stayed on a page, and other page interaction information
- which videos you have watched and for how long
- what content you like or share
- which adverts you saw and responded to
- which pop up or push messages you might have seen and responded to
- your subscription status
- information collected in any forms you complete

We may also infer your country of location from the IP address you have used to access our digital platforms and we may analyse which marketing activity led to your taking specific action on our digital platforms.

News and opportunities from us and our sponsors and partners (which we provide only with your consent)

Disclosure of your information

We may share your data with third parties:

(a) if we are under a legal or regulatory duty to do so

- (b) if it is necessary to do so to enforce our terms of use or other contractual rights
- (c) to lawfully assist the police or security services with the prevention and detection of crime or terrorist activity
- (d) where such disclosure is necessary to protect the safety or security of any persons, and/or
- (e) otherwise as permitted under applicable law.

#### Cookies

In common with many other website operators, we use standard technology called 'cookies' on our website. Cookies are small pieces of information that are stored by your browser on your computer's hard drive and they are used to record how you navigate this website on each visit.

#### Security of information

We take the security of your personal information seriously. In addition, we have security procedures in place to protect our paper-based systems and computerised databases from loss and misuse, and only allow access to them when it is absolutely necessary to do so, and then under strict guidelines as to what use may be made of the personal information contained within them. Where a password is required to access certain areas of our digital platforms, you are responsible for keeping your password secure and confidential. Please do not share or disclose your password to any other person.

#### Monitoring

We may monitor or record telephone calls for security purposes and to improve the quality of services that we provide to you.

#### Your rights in connection with personal information

Under certain circumstances, you have legal rights under data protection law in relation to the personal data that we hold about you. These rights are:

- To request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- To request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- To request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us

continuing to process it. You also have the right to ask us to delete or remove your personal information where you have 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. To object to processing of your personal information 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. You also have the right to object where we are processing your personal information 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.

To request the restriction of processing of your personal information. 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.

To request the transfer of your personal information to another party. In this case, we can provide you, or a third party chosen by you, with your personal data in a machine-readable format. This right only applies to automated information which you initially provided consent for us to use or where we used the personal data to perform a contract with you.

**Right to withdraw consent** Where we are relying on consent to process your personal data you have the right to withdraw this. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of your rights, set out above, please write to us at the above address.

#### No fee usually required

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. Alternatively, we may refuse to comply with the request in such 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 the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

#### 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.

#### Changes to this privacy policy

We aim to meet high standards and so our policies and procedures are constantly under review. From time to time we may change this privacy policy. We recommend that you check this page periodically in order to review the latest version.

#### Where to make a complaint

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance by writing to us at the above address.