

NoFussFun Privacy and Cookie Policy

NoFussFun (“**NFF**”) is committed to protecting and respecting your privacy and complying with the General Data Protection Regulation (“**UK GDPR**”) and Data Protection Act 2018 (the “**Act**”). For the purposes of the Act NFF is the data controller. This policy 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.nofussfun.co.uk (“**Site**”) you are accepting and consenting to the practices described in this privacy and cookie policy.

Why we collect your data

We will only collect and use your personal data for the following purposes:

- To fulfil your order(s) and carry out our obligations arising from any contracts entered into between you and us.
- To process data that you provide by filling in forms on our Site. We may also ask you for data when you register for offers, enter a competition or promotion, complete surveys that we use for research purposes and when you report a problem with our Site. If you contact us, we may keep a record of that correspondence.
- To keep you up to date with the latest offers and trends and notify you of any changes to our service.
- To give you a better shopping experience and to ensure that content from our Site is presented in the most effective manner for you and for your computer.
- To help us to make our marketing more relevant to you and your interests.
- To meet our legal responsibilities.

Data we may collect from you

We may collect and process the following types of data about you:

- Identity data which includes: your name(s) and occupation.
- Contact data which includes: your email address, billing address, delivery address and telephone number.
- Financial data which includes: your payment card details and bank account.
- Transaction data which includes: details of your purchases and the fulfilment of your orders (such as basket number, order number, subtotal, title, currency, discounts, shipping, number of items, product number, item price, category, tax etc.); payments to and from you and details of other products and services you have obtained from us, correspondence or communications with you in respect of your orders, and details of any rewards and bonuses awarded.
- Technical data which includes: details of the device(s) you use to access our services, your internet protocol (IP) address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform.
- Profile data which includes: purchases or orders made by you, product and style interests, preferences, feedback, and survey responses.
- Usage data which includes: how and when you use our Site, how you moved around it, what you searched for, Site performance, statistics, traffic, location, weblogs and other communication data.

- Marketing and communications data which includes: your preferences in receiving marketing from us and our third party providers and your communication preferences.

No Sale of Personal Data

We do not sell your data to any third-party organisations.

Disclosure of Data

We may disclose your data to 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, if and as applicable. We may disclose your data to the following third parties:

- To processors to operate our business and provide services, including but not limited to website hosting and customer support, conducting surveys, generating data insights and performing other activities related to our business and services by sharing aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from personal data but is anonymised so as not to reveal your identity (meaning it is no longer personal data).
- To business partners to deliver our products and services to you, such as payment processing and customer support and parcel delivery services.
- To marketers and advertisers, including for the purposes of creating and delivering personalised marketing and advertising messages.
- To comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply and other agreements or policies; or to protect the rights, property, or safety of NFF, our customers or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- In addition, if we sell some or all of our assets or merge with a third party we may transfer relevant personal data to the buyer or new company.

Cookies, Web Beacons and Other Online Identifiers

We use three main types of online identifiers on our Site and in our services: cookies, web beacons and scripts. For more information relating to the use of these identifiers please refer to our Cookie Policy below.

Where we store your personal data

We store personal data on our own systems and with our trusted service providers, including GoDaddy, which acts as our data processor. The data that we collect from you may be transferred to, and stored at, a destination outside the United Kingdom ("UK") or the European Economic Area ("EEA"). It may also be processed by staff operating outside the UK or EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, Site hosting services, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

It is our policy to ensure that personal data held by us (or any service providers that we use) is handled correctly and appropriately according to the nature of the data and in accordance with applicable legal requirements. We monitor the controls that we have in place to ensure the security and accuracy of the personal data that we hold. We also endeavour to ensure that such data is only accessed by authorised personnel for a legitimate purpose (in accordance with our privacy policy).

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 data 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.

How long do we store personal data?

Unless a longer retention period is required or permitted by law, we will only hold your personal data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request it is deleted. Please note that even if we delete your personal data it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights in respect of personal data that we hold

You have under existing data protection legislation, the right to:

- Be informed about what personal data we collect and how it is used
- Request access to your personal data
- Request correction of your personal data
- Request erasure of your personal data
- Request restriction of processing of your personal data
- Request the transfer of your personal data
- Object to processing of your personal data

These rights are limited in some situations, for example, if we have a legal requirement or a compelling legitimate ground we may continue to process your data even where you request its deletion. We may also refuse your request where it is excessive or repetitive. In the event that we are obliged to pay a fee to a processor or sub-processor for their assistance in responding to a data request, we reserve the right to pass this fee on to you. In such a case we may not be able to comply with your request until you have paid the fee.

Our Site may, from time to time, contain links to the websites of other businesses. 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.

To make enquiries, exercise any of your rights set out in this privacy policy and/or make a complaint please contact us at info@nofussfun.co.uk. If you are not satisfied with the way any complaint you make in relation to your personal data is handled by us then you may be able to refer your complaint to the relevant data protection regulator which in the UK is the Information Commissioner's Office.

This privacy policy shall be governed and construed in all respects in accordance with the laws of England and Wales.

Changes to this privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page.

NoFussFun Cookie Policy

We use three main types of online identifiers on our Site and in our services: cookies, web beacons and scripts.

- Cookies are text files placed on a device when a person visits our webpages or views messages from us. Some cookies are “session cookies” that expire at the end of a browser session, while others are “persistent cookies” that allow us to remember user preferences and settings over multiple visits and across other websites.
- Web beacons are image files placed on our web pages and emails that we use for such purposes as determining if an email has been opened or an advertisement has been viewed.
- Scripts are small pieces of computer code that power customer service tools, deliver video and other interactive experiences, and help us measure service use.

Identifiers are generally managed by third parties, for example, Google Analytics is used to monitor Site performance and visitor engagement. We use identifiers to provide customised services, measure Site performance, provide customer support, deliver personalised advertising, and generate data insights including through the use of artificial intelligence. Examples of how we use identifiers include, but are not limited to:

- Setting your service preferences
- Managing your shopping cart
- Guarding against fraud
- Delivering relevant advertisements
- Measuring Site usage
- Conducting research and surveys on use of product features to improve our services

Identifier management

We use optional and mandatory identifiers. Optional identifiers are used for support, Site performance and advertising. Mandatory identifiers are used for service verification, continuity, security and other essential functions necessary to provide our Site and services.

We offer methods for managing optional identifier settings (e.g. whether you wish to receive customised marketing and advertising). By clicking on the cookie banner, you can manage identifier settings. We do not offer the ability to manage mandatory identifiers because such identifiers are essential to providing our products and services.

Many web browsers allow users to block cookies. Some cookies, however, are essential for our Site and services to function. If you set your browser to block all cookies, you may not be able to use our services.

Contact Details

Any questions, comments or requests regarding this policy should be addressed to info@nofussfun.co.uk.

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