

Exquisite Equine Privacy Notice

This Privacy Notice sets out how we obtain and use personal data which we collect from you, or that you provide to us, in accordance with the Data Protection (Bailiwick of Guernsey) Law, 2017 and in accordance with the European Union General Data Protection Regulation (2016/679) (“GDPR”).

Exquisite Equine is a data controller. This means that we are responsible for deciding how we hold and use your personal data. We are required under the data protection legislation to notify you of the information contained in this Privacy Notice. We may update this Notice at any time.

Queries or questions relating to this Privacy Notice or in respect of personal data should be directed to debbie@exquisite-equine.com in the first instance.

How do we collect your data?

We collect and process data when you:

- use or view our website;
- create an account with us;
- use your account to buy products and services;
- make an online purchase as a guest;
- ask a question using the contact us functionality on the website;
- subscribe to any service we offer;
- place an order via text message, email or telephone;
- enter any competitions or correspond with us in respect of promotions or surveys we may conduct;
- participate in any social media functions;
- contact us by any means with queries or complaints
- provide a review or comment on a review of our products or services

The information you give us may include your name, address, email address and telephone number.

Failure to provide personal data

If you fail to provide certain personal information and data when requested, we may not be able to fulfil the contract we have entered into with you, or provide the services requested or we may be prevented from complying with our legal obligations.

Information we receive from other sources

We may receive information about you from third parties or the other services we provide when you have given consent to this. We work closely with third parties (for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers and search information providers) and may receive information about you from them.

How will we use your data?

We use information held about you in the following ways:

- 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;
- if you agreed, 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;

- if you agreed, to provide you with information about goods or services we feel may interest you;
- to notify you about changes to our service;
- to ensure that content from our site is presented in the most effective manner for you and for your computer.
- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

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.

How we protect your personal data

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.

Where we have given you (or where you have chosen) a password 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.

Payment transactions are completed via a third party, Paypal. PayPal uses secure sockets layer (SSL) protocol technology with 128-bit data encryption to secure all transactions. PayPal performs server checks for browser integrity to make sure you're using a browser that can send data securely. For further information please visit <https://www.paypal.com>. Exquisite Equine do not hold any payment information relating to our customers.

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). 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 Notice.

How long will we hold your data?

Exquisite Equine will only keep your data for as long as necessary to fulfil the purpose for which we collected it.

Your rights

As a data subject you have certain rights in respect of your personal data:

Right of access - you have the right to request a copy of the personal data that we hold about you and to check that we are lawfully processing that data. You will not have to pay a fee to access your personal data (or exercise any of the other rights) unless your request is clearly unfounded or excessive in which case we may charge a reasonable fee or refuse to comply with the request.

Right of rectification - you have the right to correct data that we hold about you which is inaccurate or incomplete.

Right of erasure - of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us to continue to process it.

Right to restrict processing - this enables you to ask us to suspend the processing of your personal data for example: if you want us to establish its accuracy or the reasons for processing it.

Right of portability - you have the right to have the data we hold about you transferred to another organisation.

Right to object - you have the right to object to certain types of processing including direct marketing. You also have the right to ask us to delete or remove personal data where you have exercised your right to object.

Right to object to automated processing including profiling - you have the right not to be subject to decisions based on automated processing or profiling.

If you wish to exercise these rights, you should send the request in the first instance to debbie@exquisite-equine.com

Cookies

What is a Cookie?

Cookies are small files which are stored on a user's computer. They, along with similar technologies enable you to be remembered when using that computer or device to interact with websites and can be used to manage a range of features and content as well as storing searches and presenting personalised content.

Why do we use Cookies?

As with most websites, we use cookies to enhance your experience and improve our service to you when you visit our website. These pieces of information are used to improve services for you through, for example:

- enabling a service to recognise your device so you don't have to give the same information several times during one task
- recognising that you may already have given a username and password so you don't need to do it for every web page requested
- measuring how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast

Cookies also help us to keep your account safe. Cookies cannot be used to identify you personally.

We use the following types of cookies:

Strictly Necessary Cookies – these are required for the operation of our website and under our terms with you. They include, for example, cookies that enable you to log in to secure areas of the website, use the shopping cart facility or caching cookies which improve website performance.

Analytical Cookies – these allow us to recognise and count the number of visitors to the website and to see how visitors navigate the website when they are using it. They allow tracking of the pages and frequency of visitors allowing us to tailor advertisements and offers and helps us improve the way our website works.

Functionality Cookies – These are used to recognise you when you return to our website. It enables us to personalise content and remember your preferences. (for example the choice of language or region)

Third party cookies

These are cookies found in other companies' internet tools which we are using to enhance our site.

We use a number of suppliers who may also set cookies on their websites' on its behalf. Exquisite Equine do not control the dissemination of these cookies. You should check the third-party websites for more information about these.

Provider	Purpose
Google Analytics	These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve the site. The cookies collect information in an anonymous form, including the number of visitors to the site, where visitors have come to the site from and the pages they visited. They do not contain any personally identifiable information.

How to manage Cookies

A number of cookies and similar technologies used only last for the duration of your web browsing session and expire when you close your browser. Others are used to remember you when you return to a website. You can use the settings of your browser to block or delete cookies as you wish.

You will be given the option to “Accept” or “Decline” the use of cookies upon entering our website. If you decline the use of cookies it may slow down your experience on our website, or cause issues with placing an order.

To find out more about Cookies please visit www.allaboutcookies.org

Changes to this Privacy Notice

If this Privacy Notice changes in any way, we will place an updated version on this page. Regularly reviewing this page ensures that you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties.