

We ask that you read this website privacy policy carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

Who we are

This website is operated by Wot Wud U Do , for more information please visit www.wotwududo.co.uk We collect, use and are responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation which applies across the European Union (including in the United Kingdom) and we are responsible as 'controller' of that personal information for the purposes of those laws.

Our website

This privacy policy relates to your use of our website. Throughout our website we may link to other websites owned and operated by certain trusted third parties. These other third party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other third party websites, please consult their privacy policies as appropriate.

Our collection and use of your personal information

We collect personal information about you when you access our website, contact us, send us feedback, purchase products or services via our website, post material to our website and complete customer surveys or participate in competitions via our website. We collect this personal information from you either directly, such as when you register with us, contact us or purchase products or services via our website or indirectly, such as your browsing activity while on our website (see 'Cookies' below).

The personal information we collect about you depends on the particular activities carried out through our website. Such information includes:

- your name, address and contact details
- date of birth
- bank account and payment details
- details of any feedback you give us by phone, email, post or via social media
- information about the services we provide to you
- your account details, such as username, login details

We use this personal information to:

- create and manage your account with us
- verify your identity
- provide goods and services to you

- customise our website and its content to your particular preferences
- notify you of any changes to our website or to our services that may affect you
- improve our services

This website is not intended for use by children and we do not knowingly collect or use personal information relating to children.

Our legal basis for processing your personal information

When we use your personal information we are required to have a legal basis for doing so. There are various different legal bases upon which we may rely, depending on what personal information we process and why. The legal bases we may rely on include:

- **consent:** where you have given us clear consent for us to process your personal information for a specific purpose
- **contract:** where our use of your personal information is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract
- **legal obligation:** where our use of your personal information is necessary for us to comply with the law (not including contractual obligations)
- **public task:** where our use of your personal information is necessary for us to perform a task in the public interest or for our official functions, and the task or function has a clear basis in law
- **legitimate interests:** where our use of your personal information is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal information which overrides our legitimate interests)

Further information—the personal information we collect, when and how we use it

For further details on when we collect personal information, what we collect as well as how we use it, please read the following sections:

When information is collected	What information we ask for	How and why we use your information
When you register with us	Contact details: your name, address, telephone number and email address	We ask for this: <ul style="list-style-type: none"> — to create and manage your account with us — to communicate with you about your account — to send relevant documentation or information

When information is collected	What information we ask for	How and why we use your information
		We will keep this information until: <ul style="list-style-type: none"> — you close your account with us — we close your account
Purchase a product from us	Bank details and card information	We ask for this: <ul style="list-style-type: none"> — to take payment — to issue refunds, or compensation. We will keep this information until: <ul style="list-style-type: none"> — you close your account with us — we close your account

Who we share your personal information with

We may share your name and delivery address details with third party suppliers. For more information please email us at info@wotwududo.co.uk. This data sharing enables us and them to despatch the goods you ordered directly to you. We will share personal information with law enforcement or other authorities if required by applicable law. We will not share your personal information with any other third party.

Cookies and similar technologies

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies on our website. These help us recognise you and your device and store some information about your preferences or past actions. For further information on cookies generally visit www.aboutcookies.org or www.allaboutcookies.org.

Marketing

We may send you information about products and services, competitions and special offers, which may be of interest to you. Where we have your consent or it is in our legitimate interests to do so, we may do this by post, email, telephone or text message (SMS). We will only ask whether you would like us to send you marketing messages when you tick the relevant boxes when you complete our online order form for the first time.

If you have previously agreed to being contacted in this way, you can unsubscribe at any time by:

—contacting us at info@wotwududo.co.uk

—using the ‘unsubscribe’ link in emails or ‘STOP’ number in texts

It may take up to 14 days for this to take place. For more information on your rights in relation to marketing, see ‘Your rights’ below.

Your rights

Under the General Data Protection Regulation you have a number of important rights free of charge. For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner’s Office (ICO) on individuals rights under the General Data Protection Regulation. If you would like to exercise any of those rights, please:

- email or write to us,
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

How to complain

We hope that we resolve any query or concern you raise about our use of your information. The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113.

Changes to this website privacy policy

This website privacy policy was published on 16/10/18 and last updated 16/10/18. We may change this website privacy policy from time to time.

How to contact us

Please contact us, if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to info@wotwududo.co.uk