

Privacy Policy for The Curious Dragons Ltd

We have created this Privacy Policy in order for you to understand the information we collect and how we use it. Please read this policy carefully as by using our site, you are consenting to the data collection described in this Privacy Policy. Should you have any queries in relation to this Policy, please do not hesitate to contact us at info@thecuriousdragons.co.uk.

Any reference to 'us' or 'our' refers to The Curious Dragons Ltd.

If you are concerned about any of the information we hold about you, wish for us to delete information held about you or would like to know about what information we hold about you, please do not hesitate to contact us at.

Please note that whilst this Privacy Policy applies to your use of our site, occasionally we may be provided with information by third parties in order for us to make contact with third parties. In this situation we may obtain both personal and non-personal information about you from independent third-party sources and retain this information in accordance with this Privacy Policy. This may include contact and demographic information.

1. General Information regarding our use of your data

- 1.1 We do not share your personal information, including your email address and other contact details, with third parties, except those third parties identified within this policy as data processors acting on our behalf.
- 1.2 We do not permit third parties to collect personal information about you from our website. However, please note that we do use the following third party data processors (we remain the controller of data obtained throughout):
 - 1.2.1 WooCommerce – used to process order information;
 - 1.2.2 Stripe – used to process payment;
 - 1.2.3 MailChimp – used to distribute email marketing and/or newsletters.
- 1.3 We do not sell your information on to third parties.

2. Information we may collect and process from you

- 2.1 Your use of our site means that you automatically provide us with certain information, including your name, email address and other information which you choose to provide to us during your use of our site.
- 2.2 We also collect contact information or other information which you provide to us.
- 2.3 We may retain a record of correspondence should you contact us.
- 2.4 Should we ask you to complete surveys, we may collect and process the information provided. Please note, such surveys will be voluntary.
- 2.5 By using our site without blocking cookies, you agree to our use of cookies in order to help improve our services. You should contact your IT provider if you require any assistance regarding the use of cookies or ability to turn off cookies.
- 2.6 We also receive information which is recorded automatically through your use of our site, which may include the following:
 - 2.6.1 Log Data: our servers may automatically record information, including your Internet

Protocol address, browser type and settings, date and time of your request and your use of our site;

2.6.2 Device Information: we may also collect information about the device you use to access our site, including device type, the operating system you use, device settings, unique device identifiers and crash data. The amount of information collected depends on the device used, and also the policies of your device manufacturer or software provider.

2.7 Please note, any third parties linked to our site will have their own Privacy Policy which may differ to ours, including regarding the use of cookies. We have no control over third party policies and accept no liability. We advise you to make yourself aware of third party policies.

3. Our use of your information

3.1 Information collected about you may be used to help us provide products to you, to help improve our services and/or to develop new products and understand our users.

3.2 We may also use information collected for the following reasons;

3.2.1 to send updates, including newsletters and marketing materials and other information that we consider may be of interest to you;

3.2.2 to respond to your questions.

3.3 We may employ third-party companies or individuals to process or collect your personal information on our behalf. This will be done in accordance with the Privacy Policy.

3.4 We will share information where necessary in order to comply with legal duties, for the protection of the public, where we suspect fraudulent activity or as otherwise necessary.

3.5 Where we engage in any acquisition, merger, bankruptcy, dissolution, re-organisation or otherwise transaction, we may transfer your information in accordance with this policy.

4. How to control what information we collect

4.1 You are able to contact us at any time to discuss or change information collected about you.

4.2 We may retain information within our server logs, databases and records as may be required by law or for legitimate business purposes.

4.3 You may also be able to amend the information we are able to collect by changing the settings on the device you use to access our site.

4.4 We will not collect information relating to minors. Where you suspect a minor (any person under the age of 18) has provided us with personal information, please contact us immediately.

5. Data Protection

5.1 We are a Data Controller for the purpose of the Data Protection Act 1998, which means we control what happens to personal data we collect.

5.2 We will securely store and process any personal data which you provide to us.

5.3 We recognise and adhere to the Data Protection Principles contained within the Data Protection Act 1998, including the following (except where you consent otherwise or this policy is amended):

5.3.1 we will not use your personal data for any purpose incompatible with this Privacy Policy;

5.3.2 we will only collect data for the uses specified within this Privacy Policy;

- 5.3.3 we will endeavour to keep your personal data updated;
- 5.3.4 we will endeavour to protect your personal data against unauthorised or unlawful access or accidental loss or destruction using reasonable measures (notwithstanding clause 5.1 applies);

6. Our Liability

- 6.1 Whilst we use reasonable security measures regarding your data provision, we may inadvertently use or disclose your data in ways inconsistent with this policy, including software issues which may lead to public display of your personal data. We are not liable for such incidents, but will endeavour to resolve such issues as soon as reasonably possible. We cannot guarantee that your personal data will not be improperly accessed.
- 6.2 Where third parties have access to our databases and therefore your data, we may allow third parties to place or recognize a cookie and collect and use data (including personally identifiable information). We are not responsible for the collection and/or use of data by such third parties.

7. Changes to this Privacy Policy

- 7.1 We may amend this policy from time to time.
- 7.2 Where such changes occur, we will revise this page and inform you when the policy was last updated, except where we are required by law to obtain your consent to such changes.
- 7.3 You are deemed to have accepted such changes upon your first use of our site following the amendments (except where consent is required to be expressly obtained by law).

8. Data retention

- 8.1 We will retain your Personal Information for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.