



PRIVACY POLICY FOR THIGHS THE LIMIT

Thighs the Limit is an Independent Retailer of Ladies Hosiery and Accessories trading from 70A Mardol Shrewsbury Shropshire SY1 1PZ. We are registered at Companies House Reference Number 7535746 and at The Information Commissioners Office (ICO) Reference Number Z3016831. Thighs the Limit's website is www.thighsthelimit.co.uk and our telephone number is 01743 588188. Our email address is loveyourlegs@thighsthelimit.co.uk

Thighs the Limit cares about your privacy. For this reason, we collect and use personal data only as it might be needed for us to deliver our amazing products, send you a credit of up to %5.00 on your birthday (if you add your birthday to your account), tell you about special offers and new products (if you have chosen our to receive our newsletters).

Your personal data includes information such as:

- Name
- Address
- Telephone number
- Date of birth (if you add it to your account)
- Email address
- We do not save and do not see any payment card data.

Our Privacy Policy is to explain to you how and what customer data we collect, and how and why we use your personal data. It also describes options we provide for you to access, update or delete your personal data that we process.

If at any time you have questions about our practices or any of your rights described below, you may reach Kerry Mason who is the Data Protection Officer ("DPO") at email address - loveyourlegs@thighsthelimit.co.uk

WHAT INFORMATION DO WE COLLECT?

We collect information mainly so that we can deliver your products, secondly to tell you about special offers and new products. Certain items of personal data is collected directly from you when you:

- (1) Create an account or purchase any of our products e.g. billing information, name and address when you pay by card (we pass this to PayPal) but NEVER store the credit card data
- (2) Request assistance from our customer service team e.g. phone number and email
- (3) Complete contact forms or request newsletters e.g. your email address
- (4) Participate in competitions.

HOW WE UTILIZE INFORMATION.

We believe in minimizing the data we collect and limiting its use and purpose to only that

- (1) for which we have been given permission (e.g. our newsletter),
- (2) as necessary to deliver the products you purchase or interact with, or

(3) as we might be required or permitted for legal compliance or other lawful purposes.

These uses include:

- Delivering, improving, updating and enhancing the services we provide to you. We collect various information relating to your purchase, use and/or interactions with our services. We utilize this information to: Improve and optimize the operation and performance of our websites (tell us if you find an issue)
- Detect and prevent fraud and abuse of our services and systems (IP address) Collecting aggregate statistics about purchases of our goods (hosiery stats) Understand and analyse what products are most relevant to you. (special offers, never out of stock items)
- Sharing Only These Trusted Third Parties. Billing address to allow PayPal to process credit card payments Email and name via MoonFruit to communicate with you. Email and name via Mail Chimp for newsletter marketing. We only share your personal data as necessary for any third party to provide the services as requested or as needed on your behalf. These third parties (and any subcontractors) are subject to strict data processing terms and conditions and are prohibited from utilizing, sharing or retaining your personal data for any other purpose than as they have been specifically contracted for (or without your consent).

COMMUNICATING WITH YOU

We may contact you directly or through a Third Party service provider regarding products you have purchased from us, or support requests made by you. We may also contact you with special offers and new products (if you have requested this) You don't need to provide consent as a condition to purchase our goods. These contacts may include:

- Email
- Telephone calls

UPDATE OR DELETE YOUR DATA

If you have an account with us you may update your data at any time by visiting your account online on our website. If you want to have your name and address (excluding country) removed from your orders, you can contact Kerry Mason via email or telephone. You will be asked to verify your identity before deletion. If you no longer wish to receive newsletters there is an unsubscribe link in all emails sent.

TRANSFER OF PERSONAL DATA ABROAD

We will never do this or sell your data to a third party.

WEBSITE ANALYTICS AND TARGETED ADVERTISEMENTS

We use multiple web analytics tools provided by service partners such as Google Analytics to collect information about how you interact with our websites, including what pages you visit, what site you visited prior to visiting our website, how much time you spend on each page, what operating system and web browser you use and network and IP information. We use the information provided by these tools to improve our services. These tools place persistent cookies in your browser to identify you as a unique user the next time you visit our website. Each cookie cannot be used by anyone other than the service provider (e.g. Google for Google Analytics).

The information collected from the cookie may be transmitted to and stored by these service partners on servers in a country other than the country in which you reside. Though information collected **does not include** personal data such as name, address, billing information, etc., the information collected is used and shared by this service provider in accordance with their individual privacy policies. You can control the technologies we use by managing your settings through our cookie policy or the "cookie banners" that may be presented (depending on URL of website visited) when you first visit our webpages, or by utilizing settings in your browser or third-party tools.

Targeted advertisements. Targeted ads or interest-based offers may be presented to you based on your activities on our webpages, and other websites. These offers will display as varying product banners presented to you while browsing. Google may use technologies such as cookies to gather information on activities in order to provide you with advertising based upon your browsing activities and interests, and to measure advertising effectiveness.

Third-party websites. Our website contains a few links to third-party websites. We are not responsible for the privacy practices or the content of third-party sites. Please read the privacy policy of any website you visit.

COOKIES

Upon visiting our website, a cookie will be placed on your machine for the purpose of adding products to your basket, if you are logged in allow you to add to your wish list, access your account and populate your billing and delivery address.

These cookies are **temporary files** that expire after 8 hours. You can delete cookies on your machine at any time by clearing your browser history.

HOW WE SECURE, STORE AND RETAIN YOUR DATA

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilization of encryption where appropriate.

We retain personal data only for as long as necessary to provide the services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods: mandated by law, contract or similar obligations applicable to our business operations; for preserving, resolving, defending or enforcing our legal/contractual rights; or needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal data, you can contact us at **privacy@webshopdircet.co.uk**

CONTACT US

If you have any questions, concerns or complaints about our privacy policy, you may contact the DPO at the Shop by email at **loveyourlegs@thighstheimit.co.uk**

You may contact us by either of the following means:

- By Mail **70a Mardol Shrewsbury Shropshire SY1 1PZ**
- By Phone: **01743 588188**
- By visiting our Website **www.thighstheimit.co.uk**, using the Tab "Contact us".