

Aspect Corporate Clothing Ltd - Privacy Policy

Introduction

We do everything we can to provide you with an excellent service. We also do our very best to protect and respect your privacy, and we will never sell your personal data to anyone.

When you visit our website or communicate with us, we may need to process information about you. This information may be collected by us or provided to us by you or a trusted third party. Examples of this would be responding to a question asked by you or logging your Internet browser type.

This privacy policy explains how we process your personal data.

Who we are

Aspect Corporate Clothing is the controller and responsible for your personal data (referred to as "**we**", "**us**" or "**our**" in this privacy policy).

If you have any questions about how we handle your data (including any requests to exercise your legal rights, please contact us at: Unit 2, Great Russell Court, Bradford. BD7 1JZ or send us an email to sales@corporatetheclothingwear.com.

How we collect your personal data

We collect information about you when you fill in forms or talk to us over email or social media. This information may include your name, address, email and phone number.

With our permission, Google, Microsoft, Iris may collect information about you and how you interact with our website. For example, your IP address, browser type and your computer's operating system. This helps us to improve your online experience. However, these parties do not share your IP address or any other information that could be used to identify you with us or any other third party.

We sometimes work with other third parties too, such as sub-contractors. This means we may sometimes receive information about you from them.

Cookies

Our website uses cookies to distinguish you from other users. This helps us to provide you with a good online experience and to improve our website.

You can set your browser not to accept cookies if you wish. However, in a few cases some of our website features may not function properly as a result.

For detailed information about how we use cookies and how you can change your browser's cookie settings, please see our Cookie Policy <https://www.corporateclothingwear.com/faq.php>

How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

We have set out in the table below a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purposes for which we may use your personal data

Purpose

To manage our relationship with you, which may include responding to your queries or notifying you about changes to our terms or privacy policy.

Lawful basis for processing (including basis of legitimate interest)

- (a) Performance of a contract with you.
- (b) Necessary to comply with a legal obligation.
- (c) Necessary for our legitimate interests (for running our business).

Purpose

To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data).

Lawful basis for processing (including basis of legitimate interest)

- (a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise).
- (b) Necessary to comply with a legal obligation.

Purpose

To use data analytics to improve our website, products/services, marketing, customer relationships and experiences.

Lawful basis for processing (including basis of legitimate interest)

Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy).

Purpose

To make suggestions and recommendations to you about goods or services that may be of interest to you.

Lawful basis for processing (including basis of legitimate interest)

Necessary for our legitimate interests (to develop our products/services and grow our business).

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Sharing your personal data

We may share your personal data with our subsidiaries, as well as our ultimate holding company and its subsidiaries. We may also share it with carefully chosen third parties for the purposes set out in the table above. These third parties, or examples of these third parties, are detailed below.

To keep your data safe, we make sure all our third-party processors follow relevant data protection laws. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Examples of third parties who may receive personal data from us:

- Service providers who assist us with the administration of our website, for example, PenCarrie Limited, based in the UK.
- Analytics and search engine providers, such as Google Analytics.
- Law enforcement, fraud protection and credit risk reduction agencies.

We will never sell or lease your data to any third party for financial gain.

Need more information about third parties we may share your data with? Email us at sales@corporatelothingwear.com and we'll be happy to help.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality. All your information is stored on secure servers.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Data retention

We only keep your personal data for as long as is reasonably necessary for the purpose for which it was collected (including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements). It will then be deleted from our systems. In most cases, we will retain your personal data for 2 years.

We may retain your personal data for a longer period in the event of a complaint.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

International transfers

Many of our external third parties are based outside the UK so their processing of your personal data will involve a transfer of data outside the UK.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.
- Where we use certain service providers, we may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the UK.

Your rights and preferences

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You have the right to:

- **Request access** to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

- **Request 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 continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction** of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:
 - If you want us to establish the data's accuracy.
 - Where our use of the data is unlawful but you do not want us to erase it.
 - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
 - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact us.

No fee is usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response. We keep a record of everything you have opted into or unsubscribed from. If you've unsubscribed, please allow up to 28 days for the request to be implemented.

Links to external websites

When you click on links on our website, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

Changes to this privacy policy

Any future changes to this privacy policy will be posted on this page. Please check back frequently to see any updates or changes to our privacy policy.

Complaints

If you're unhappy with the way we're handling your data, please get in touch with us and we'll happily correct any issues.

You also have the right to make a complaint at any time to the Information Commissioner's Office (**ICO**), the UK regulator for data protection issues (www.ico.org.uk).

This notice was last updated: 21/12/2024