



John White

This is a privacy notice of John White (Northampton) Ltd.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection law protects you.

This privacy notice is provided in a layered format so you can click through to the specific areas set out below. [Alternatively you can download a pdf version of the policy here [\[INSERT LINK\]](#)].

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1. WHO WE ARE AND IMPORTANT INFORMATION

What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you:

- [Purchase our products]
- [Request marketing to be sent to you.]
- [Enter an online competition]

This website is not intended for children and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Data controller(s)

John White (Northampton) Ltd. is the controller and responsible for your personal data (collectively referred to as ["COMPANY"], "we", "us" or "our" in this privacy notice). Our contact details are [John White (Northampton) Ltd. Westbury House, Unit F, Bury Close, Higham Ferrers, Northamptonshire NN10 8HQ. [+44 01933 410584] For all data matters contact info@johnwhiteshoes.com

Third-party links outside of our control

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- **Identity Data** includes [FIRST NAME/LAST NAME/MARITAL STATUS/ TITLE].
- **Contact Data** includes [BILLING ADDRESS/DELIVERY ADDRESS/EMAIL ADDRESS/ TELEPHONE NUMBERS].
- **Marketing and Communications Data** includes [YOUR PREFERENCES IN RECEIVING MARKETING FROM US AND OUR THIRD PARTIES/YOUR COMMUNICATION PREFERENCES]
- **Transaction Data** includes [DISCOUNT COUPONS USED DURING ONLINE TRANSACTION/TRANSACTION DETAILS].

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect data from and about you including through:

- **Directly.** You may give us your [IDENTITY, CONTACT AND FINANCIAL DATA] by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - [Purchase our products]
 - [Request marketing to be sent to you.]
 - [Enter an online competition]
- **Third Parties.** We may receive personal data about you from various third parties as set out below:
 - Identity, Contact, Financial and Transaction Data from providers of technical, payment and delivery services [such as [PayPal Holdings Inc.] based outside the EU].

4. 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:

- **Performance of Contract** this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- **Comply with a legal or regulatory obligation** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, with the legal bases we rely on to do so.

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 [info@johnwhiteshoes.com] 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.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest

<p>To process and deliver your order including:</p> <ul style="list-style-type: none"> (a) Manage payments, fees, and charges (b) Collect and recover money owed to us 	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Financial (d) Transaction 	<ul style="list-style-type: none"> (a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
<p>To manage our relation with you which will include:</p> <ul style="list-style-type: none"> (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey 	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Marketing & Communications 	<ul style="list-style-type: none"> (a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
<p>Where consent has been provided; to make suggestions to you about goods or services that may be of interest to you</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Marketing & Communications 	<ul style="list-style-type: none"> (d) Necessary for our legitimate interests (to develop our products/services and grow our business)

[Marketing]

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

[WE HAVE ESTABLISHED THE FOLLOWING PERSONAL DATA CONTROL MECHANISMS]:

[Promotional offers from us]

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us [OR IF YOU PROVIDED US WITH YOUR DETAILS WHEN YOU ENTERED A COMPETITION OR REGISTERED FOR A PROMOTION] and, in each case, you have not opted out of receiving that marketing.]

[Third-party marketing]

We will get your express opt-in consent before we share your personal data with any company outside the [John White (Northampton) Ltd.] company for marketing purposes.]

Opting out

You can ask us or third parties to stop sending you marketing messages at any time [BY FOLLOWING THE OPT-OUT LINKS ON ANY MARKETING MESSAGE SENT TO YOU **OR**] BY CONTACTING [INFO@JOHNWHITESHOES.COM] AT ANY TIME].

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of [A PRODUCT/SERVICE PURCHASE, OR OTHER TRANSACTIONS].]

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our cookie policy.

Change of purpose

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 [INFO@JOHNWHITESHOES.COM].

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.

5. WHO WE SHARE YOUR PERSONAL DATA WITH

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- External Third Parties Service
 - Providers [ACTING AS PROCESSORS] based [IN THE UNITED KINGDOM] who provide [IT, WEB HOSTING AND SYSTEM ADMINISTRATION SERVICES].
 - Providers [ACTING AS PROCESSORS] based [IN THE UNITED KINGDOM AND GERMANY] who provide [SHIPPING, DELIVERY, DISTRIBUTION and COURIER AND MAIL SERVICES].
 - Professional advisers [ACTING AS PROCESSORS **OR** JOINT CONTROLLERS] including lawyers, bankers, auditors and insurers based [IN THE UNITED KINGDOM] who provide [CONSULTANCY, BANKING, LEGAL, INSURANCE AND ACCOUNTING SERVICES].
 - HM Revenue & Customs, regulators and other authorities [ACTING AS PROCESSORS OR JOINT CONTROLLERS] based [IN THE UNITED KINGDOM] [WHO REQUIRE REPORTING OF PROCESSING ACTIVITIES IN CERTAIN CIRCUMSTANCES].
- [SPECIFIC THIRD PARTIES SUCH AS [[MAIL CHIMP] ROCKET SCIENCE GROUP] FOR WHEN CONSENT IS PROVIDED TO RECEIVE MARKETING AND COMMUNICATIONS.]
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change

happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

6. INTERNATIONAL TRANSFERS

[WHERE CONSENT HAS BEEN PROVIDED FOR MARKETING PURPOSES BY SUBSCRIBING TO OUR NEWSLETTER OR ENTERING A COMPETITION WE SHARE YOUR PERSONAL DATA WITHIN THE [[MAIL CHIMP] ROCKET SCIENCE GROUP]. THIS WILL INVOLVE TRANSFERRING YOUR DATA OUTSIDE THE EUROPEAN ECONOMIC AREA (**EEA**).]

7. 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.

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.

8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

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 requirements.

[DETAILS OF RETENTION PERIODS FOR DIFFERENT ASPECTS OF YOUR PERSONAL DATA ARE [AVAILABLE IN OUR RETENTION POLICY WHICH YOU CAN REQUEST FROM US BY [INFO@JOHNWHITESHOES.COM]].

In some circumstances you can ask us to delete your data: see **Your legal rights** below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. YOUR LEGAL RIGHTS

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data;

- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), where applicable i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to our processing of personal data, where applicable i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).

If you wish to exercise any of the rights set out above, please contact [info@johnwhiteshoes.com].

No fee required – with some exceptions

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 admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may 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.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

[THIS VERSION WAS LAST UPDATED [MAY 2018]]

[FROM 25 MAY 2018 THERE WILL BE CHANGES IN DATA PROTECTION LAWS AND WE WILL THEN BE ABLE TO RESPOND TO SOME OF YOUR REQUESTS (FOR EXAMPLE, A REQUEST FOR THE TRANSFER OF YOUR PERSONAL DATA). WE ARE STILL WORKING TOWARDS GETTING OUR SYSTEMS READY FOR SOME OF THESE CHANGES.]

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

11. QUERIES, REQUESTS OR CONCERNS

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please in the first instance contact [info@johnwhiteshoes.com]]

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the Information Commissioners Office on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.

Contact us:

Trading address:

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