



## Privacy notice

This statement explains how Velasquez and Van Wezel handles and uses personal data we may collect from customers and visitors to our shops. This statement also describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.velasquezandvanwezel.co.uk](http://www.velasquezandvanwezel.co.uk) (the "Site").

Where in this statement we refer to 'we' or 'our' or 'us' we are referring to Velasquez and Van Wezel LTD, and where we refer to 'you' or 'your' we are referring to you as customer or visitor to our shop or 'Site'. We are registered with the Information Commissioner's Office (ICO) with registration number ZA374783. We are committed to protecting your personal information and to being transparent about what information we hold.

Velasquez and Van Wezel understands its obligations to you to help you understand how and why we process your personal data. This notice tells you about these uses and should be read in conjunction with the Velasquez and Van Wezel data protection policy.

Our data protection policy and procedures are governed by the Data Protection Act EU General Data Protection Regulation.

### Why does Velasquez and Van Wezel hold your personal data?

Velasquez and Van Wezel processes personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

### Personal data held by Velasquez and Van Wezel

We collect information:

- your name
- your email address
- payment transaction details
- information related to the prevention and detection of crime and the safety of staff including, but not limited to, CCTV recording;

### How does Velasquez and Van Wezel collect personal data?

When you visit our store we may collect personal data in the following ways:

- we collect contact details only with your explicit consent indicated by you on our consent forms.
- payment transaction details are collected at the point of a sales transaction in store or on our online platform
- CCTV is permanently recording images for safety and regulatory reasons;

When you visit the Site, certain information can be collected about your device, including information about your web browser, IP address, time zone, and some of the cookies that are

installed on your device. Additionally, as you browse the Site, other information is collected about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. This automatically-collected information is referred to as “Device Information.”

- Device Information is collected using the following technologies: “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

When you make a purchase or attempt to make a purchase through the Site, certain information is collected, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

Velasquez and Van Wezel uses other technologies and web services such as:

Weebly: Ecommerce platform and website hosting service. Privacy Policy: <https://www.weebly.com/uk/privacy>

MailChimp: Email marketing service. Privacy Policy: <https://mailchimp.com/legal/privacy/>

### **How your personal data is used by Velasquez and Van Wezel?**

We take your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain data for as long as is necessary and for the purposes as specified in this notice.

Your data is used by us for a number of purposes:

- we process personal data to be able to sell you our products
- we process personal data to be able to keep you updated with the latest news and offers
- we process personal data to operate legally and safely

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

Device Information collected helps us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

If you have concerns or queries about any of these purposes, or how we communicate with you, please contact us at the address given below. We will always respect a request by you to stop processing your personal data, and in addition your statutory rights are set out below.

### Sharing your data with others

Velasquez and Van Wezel may disclose certain personal data to third parties. These external organisations, and the purpose for sharing the information, are set out below.

- We may need to use your information in order to comply with a regulatory or legal obligation, for example to report illegal activities such as CCTV pictures.
- We use Weebly to power our online store--you can read more about how Weebly uses your Personal Information here: <https://www.weebly.com/uk/privacy>.

With your permission we may share information about you for publicity and marketing purposes online, in print and on social media. Otherwise, Velasquez and Van Wezel does not share data with any third party, except as allowed for in other privacy notices or required by law. We do not sell your personal data to third parties under any circumstances, or permit third parties to sell on the data we have shared with them.

### Transfer of personal data to other countries

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfil contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

### How long data is kept?

We will keep your personal data only as long as is necessary for the purpose(s) for which it was collected, and in accordance with our Data Protection Policy.

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

Data will be securely destroyed when no longer required.

Where you exercise your right to erasure, we will continue to maintain a core set of personal data (name, dates of working at Velasquez and Van Wezel and date of birth) to ensure we do not contact you inadvertently in future, and to maintain your record for archive purposes.

## Your rights

You have the following rights:

- **To be informed** This Privacy Notice provides the information you are entitled to receive
- **Access** Please contact us if you would like confirmation that your data is being processed and access to your personal data. There is no charge for us providing you with this data and it will usually be provided within a month of the request (unless the request is unfounded or excessive).
- **Rectification** Please inform us of any data which you would like rectified and we will usually respond within a month of the request. We will pass on the changes to any third parties who need to change their records and let you know this has been done.
- **Erasure** You may exercise your right to have your personal data erased in a number of circumstances (eg if the data is no longer necessary in relation to the purpose for which it was created or you withdraw your consent). Where possible we will comply with all such requests.
- **Restrict processing** You can tell us that we can keep your data but must stop processing it, including preventing future mailings and communications. If possible we will inform any third parties to whom your data has been disclosed of your requirement.
- **Data portability** Your data is across manual records and a bespoke Excel files. We will do our best to provide information in a portable format but it is unlikely that we can create systems to do so.
- **To object** If we can, we will stop processing your data if you object to processing based on legitimate interests or the performance of a task in the public interest / exercise of official authority (including profiling). We will stop processing your data if you object to processing for purposes of research and statistics.
- **Not to be subject to automated decision-making including profiling** We do not use any automated decision-making.

We reserve the right to judge what information we must continue to hold to be able to fulfil our contract with you. You have the right to lodge a complaint with the Information Commissioner's Office at <https://ico.org.uk/concerns>.

## Further information

The controller for your personal data and our Data Protection Officer is Martin van Wezel, Co-owner of Velasquez and Van Wezel who can be contacted via [martin@velasquezandvanwezel.co.uk](mailto:martin@velasquezandvanwezel.co.uk) or Velasquez and Van Wezel, 52 West Walk, London, EN4 8NU. Our Data Protection Officer is responsible for monitoring compliance with relevant legislation in relation to the protection of personal data. Please contact us if you have any concerns or questions about the above information or you wish to ask us not to process your personal data for particular purposes or to erase your data. Where you have specific requests relating to how we manage your data, we will endeavour to resolve these, but please note that there may be circumstances where we cannot comply with specific requests. We will notify you in writing on any changes we make to this data protection statement and notify you by other communication channels where appropriate.

