

# GDPR Privacy Policy of Forever Cherished Gifts

Last updated: 25 June 2019

Forever Cherished Gifts are committed to protecting the privacy and security of your Personal Information. We work hard to ensure you have an enjoyable experience whilst using our site and with the peace of mind that your privacy is protected in accordance with GDPR regulations.

This privacy policy applies to Forever Cherished Gifts (collectively, Forever Cherished Gifts ("We", "Us", "Our" or "Forever Cherished Gifts")) and covers our processing activities.

This website and any mobile application that link to this Privacy Policy (collectively, this "Site") is owned by Forever Cherished Gifts with its principle place of business at PO BOX 260, Benfleet, SS7 9EZ.

This Privacy Policy ("Policy") explains how information about You is collected, used, and disclosed by Your access or use of this Site or otherwise as a result of Your interactions with Us. By visiting this Site directly or through another site, You accept the terms and conditions of this Policy. This Policy applies to this Site. We are not responsible for the content or privacy practices on any website not operated by Us to which this Site links or that links to this Site.

We respect children's privacy. We do not knowingly or intentionally collect personal information from children under age 13. Elsewhere on the Site, you have represented and warranted that you are either 18 years of age or using the Site with the supervision of a parent or guardian. If you are under the age of 13, please do not submit any personal information to Us, and rely on a parent or guardian to assist you.

## Definitions

All defined terms used within this policy shall have the meanings set forth in Our [Terms and Conditions](#). The list below provides a quick reference to the most relevant definitions relating to this policy:

- **Forever Cherished Gifts**  
means Forever Cherished Gifts, online supplier of giftware, located at PO Box 260, Benfleet, SS7 9EZ.
- **GDPR**  
General Data Protection Regulation Act.
- **Data Controller**  
Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal

information are, or are to be, processed.

- **Data Processor**

Data Processor means any natural or legal person who processes the data on behalf of the Data Controller.

- **Data Subject**

Data Subject is any living individual who is using our Service and is the subject of Personal Data.

## 1. Principles for processing personal data

Our principles for processing personal data are:

- **Fairness and lawfulness.** When we process personal data, the individual rights of the Data Subjects must be protected. All personal data must be collected and processed in a legal and fair manner.
- **Restricted to a specific purpose.** The personal data of Data Subject must be processed only for specific purposes.
- **Transparency.** The Data Subject must be informed of how his/her data is being collected, processed and used.

## 2. What personal data we collect and process

Forever Cherished Gifts collects several different types of personal data for various purposes on this Site. Personal Data may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address

### *Registration and Ordering*

Before using certain portions of this Site or ordering products, you may be required to complete an online registration form. During registration, you will be asked to provide to Us certain personal information, including but not limited to your name, shipping and billing address(es), phone number, email address, gender, and credit card number. In addition, We may also ask you for your country of residence and/or your organisation's country of operation, so we can comply with applicable laws and regulations. These kinds of personal information are used for billing purposes, to fulfil your orders, to communicate with you about your order and the Sites, and for internal marketing purposes. If We encounter a problem when processing your order, your personal information may be used to contact you.

### *Information We Collect Automatically*

We may also automatically collect information about you when you access or use the Site or transact business with Us, including:

- **Transaction Information:** When you purchase or return a product, We collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.
- **Log Information:** We obtain information about your use of Our websites, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to this Site.
- **Device Information:** We collect information about the computer or mobile device you use to access Our Services, such as the hardware model, operating system and version, unique device identifiers, mobile network information, and browsing behavior.
- **Location Information:** We may collect information about the precise location of your device when you consent to the collection of this information. We may also collect information about your approximate location each time you access this Site.
- **Information Collected by Cookies and other Tracking Technologies:** We may use cookies, web beacons, and other tracking technologies to collect information about you and your interaction with this Site, including information about your browsing behavior, purchase behavior, and other engagement with the Services. We use this information in one or more of the ways described in the "Use of Information" section below. Most web browsers are set to accept cookies by default, but you can usually change your browser settings to remove or reject cookies.

### *Information We Collect from Other Sources*

We may also receive information about you from other sources and combine or link that with information We have about you. For example, We may collect demographic and change-of-address information from third party sources and information from third party social media platforms (such as Facebook) if you log into this Site using your social media account credentials or if you make certain content and information publicly available, such as photos, videos, and profile information.

## 3. How we use the personal data

Forever Cherished Gifts uses the collected personal data for various purposes:

- To provide you with services
- To notify you about changes to our services and/or products
- To provide customer support
- To gather analysis or valuable information so that we can improve our services
- To detect, prevent and address technical issues

### Information Use and Disclosure

#### *Internal Use*

We use your personal information to process your order and provide you with customer service. We may internally use your personal information to improve this Site's content and layout, to improve outreach and for

Our own marketing efforts (including marketing our services and products to you), and to determine general marketplace information about visitors to this Site.

### *Communications with You*

We will use your personal information to communicate with you about this Site and your orders and deliveries. Also, We may send you a confirmation email when you register with Us. We may send you a service-related announcement on the rare occasions when it is necessary (for example, if we must temporarily suspend our service for maintenance.) Also, you may submit your email address for reasons such as to register for a contest or sweepstakes or to sign up for email newsletters and special offers. If you submit your email address, We use it to deliver the information to you. We always permit you to unsubscribe or opt out of future emails. Because We have to communicate with you about orders that you choose to place, you cannot opt out of receiving emails related to your orders.

### *External Use*

Except as otherwise set forth below, We do not sell, rent, trade, license or otherwise disclose your specific personal information or financial information to anyone.

We may disclose information to third parties that perform specific functions on Our behalf. However, We will only disclose the information that is necessary for them to perform their service.

## 4. Legal basis for collecting and processing personal data

Forever Cherished Gifts legal basis for collecting and processing the personal data described in this Data Protection Policy depends on the personal data we collect and the specific context in which we collect the information:

- Forever Cherished Gifts needs to perform a contract with you to fulfill our contractual obligations to you
- You have given Forever Cherished Gifts permission to do so
- Processing your personal data is in Forever Cherished Gifts legitimate interests
- Forever Cherished Gifts needs to comply with the law

## 5. Retention of personal data

Forever Cherished Gifts will retain your personal information only for as long as is necessary for the purposes set out in this Data Protection Policy.

Forever Cherished Gifts will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

We take reasonable measures, including administrative, technical, and physical safeguards, to protect information about you from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction.

## 6. Data protection rights

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. If you wish to be informed what personal data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- The right to access, update or to delete the information we have on you
- The right of rectification
- The right to object
- The right of restriction
- The right to data portability
- The right to withdraw consent

Upon your request, We will:

- Correct or update your personal information;
- stop sending emails to your email address; and/or
- disable your account to prevent any future purchases through that account.

You can make these requests by emailing Us at [info@forevercherishedgifts.com](mailto:info@forevercherishedgifts.com). Please do not email your credit-card number or other sensitive information.