

Part 1: Personal information and privacy

1. Introduction

1. We are committed to safeguarding the privacy of our website visitors; this policy sets out how we will treat your personal information.
2. We will ask you to consent to our use of cookies in accordance with the terms of this policy when you first visit our website. / By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

2. Collecting personal information

1. We may collect, store and use the following kinds of personal information:
 1. information about your computer and about your visits to and use of this website including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths;
 2. information that you provide to us when registering with our website including your name, email address, payment/postal address, photograph and telephone number;
 3. information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters including your name and email address;
 4. information relating to any purchases you make of our goods including your name, delivery address, payment address, photograph, telephone numbers and email address;
 5. information that you post to our website for publication on the internet including your user name, profile pictures and reviews;
 6. information contained in or relating to any communications that you send to us including the communication content and meta data associated with the communication;
 7. any other personal information that you choose to send to us;
2. Before you disclose to us the personal information of another person, you must obtain that person's consent to both the disclosure and the processing of that personal information in accordance with the terms of this policy.

3. Using your personal information

1. Personal information submitted to us through our website will be used for the purposes specified in this policy or on the relevant pages of the website.

2. We may use your personal information to:
 1. administer our website and business;
 2. personalise our website for you;
 3. enable your use of the services available on our website;
 4. send you goods purchased through our website;
 5. send statements, invoices and payment reminders to you, and collect payments from you;
 6. send you non-marketing commercial communications;
 7. send you email notifications that you have specifically requested;
 8. send you our email newsletter, if you have requested it (you can inform us at any time if you no longer require the newsletter);
 9. send you marketing communications relating to our business where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications);
 10. provide third parties with statistical information about our users (but those third parties will not be able to identify any individual user from that information);
 11. deal with enquiries and complaints made by or about you relating to our website;
 12. keep our website secure and prevent fraud;
 13. verify compliance with the terms and conditions governing the use of our website; and
3. We will not, without your express consent, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.
4. All our website financial transactions are handled through our payment services provider, Paypal. You can review the provider's privacy policy at <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>. We will share information with our payment services provider only to the extent necessary for the purposes of processing payments you make via our website, refunding such payments and dealing with complaints and queries relating to such payments and refunds. We do not store credit card details nor do we share customer financial details with any 3rd parties.

We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reasons we have collected and need to use your personal data for.

In most cases we will need to process your personal data so we can supply our goods and services to you or to fulfil a contractual obligation.

We may also process your personal data for one or more of the following:

- To comply with a legal obligation (e.g. Immigration or customs requirements);
- You have consented to us using your personal data (e.g. for marketing related uses);
- To protect your vital interests or those of another person (e.g. in case of a medical emergency);
- It is in our legitimate interests in operating as an online retailer (e.g. for administrative purposes).

4. Disclosing personal information

1. We may disclose your personal information to any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this policy.
2. We may disclose your personal information to any member of our group of companies this means our subsidiaries, our ultimate holding company and all its subsidiaries insofar as reasonably necessary for the purposes set out in this policy.
3. We may disclose your personal information:
 1. to the extent that we are required to do so by law;
 2. in connection with any ongoing or prospective legal proceedings;
 3. in order to establish, exercise or defend our legal rights including providing information to others for the purposes of fraud prevention and reducing credit risk;
 4. to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and
 5. to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.
4. Except as provided in this policy, we will not provide your personal information to third parties.

5. International data transfers

1. Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this policy.
2. You expressly agree to the transfers of personal information described in this Section 5.

6. Retaining personal information

1. This Section 6 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal information.
2. Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
3. Without prejudice to Section 6.2, we will usually delete personal data falling within the categories set out below at the date/time set out below:
 1. Photographs will be deleted 30 days after order delivered
4. Notwithstanding the other provisions of this Section 6, we will retain documents (including electronic documents) containing personal data:
 1. to the extent that we are required to do so by law;
 2. if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
 3. in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

7. Security of your personal information

1. We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.
2. We will store all the personal information you provide on our secure (password- and firewall-protected) servers.
3. All electronic financial transactions entered into through our website will be protected by encryption technology.
4. You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.
5. You are responsible for keeping the password you use for accessing our website confidential; we will not ask you for your password (except when you log in to our website).

8. Amendments

1. We may update this policy from time to time by publishing a new version on our website.
2. You should check this page occasionally to ensure you are happy with any changes to this policy.
3. We may notify you of changes to this policy by email or through the private messaging system on our website.

9. Your rights

Under certain circumstances, by law you have the right to:

- **Request information** about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information 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 information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information 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. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Object to automated decision-making including profiling**, that is not to be subject of any automated decision-making by us using your personal information or profiling of you.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request transfer** of your personal information in an electronic and structured form to you or to another party (commonly known as a right to "data portability"). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- **Withdraw consent**. In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information

for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

If you want to exercise any of these rights, then please contact by post, phone or email with the details supplied in **Part 3.2**

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

We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

10. Third party websites

1. Our website includes hyperlinks to, and details of, third party websites.
2. We have no control over, and are not responsible for, the privacy policies and practices of third parties.

11. Updating information

1. Please let us know if the personal information that we hold about you needs to be corrected or updated.

Part 2: Cookies

1. About Cookies

Like many websites we use cookies to store and then retrieve small bits of information on your computer when you visit. This information is used to make the site work as you expect it to. It is not personally identifiable to you, but it can be used to give you a more personalised web experience.

Some of the information stored is put there by other companies whose software we have added to the site, and this can also impact your experience of other websites you may visit after leaving ours.

If you continue to use this site without taking action to prevent the storage of this information, you are effectively agreeing to this use.

If you want to learn more about the general uses of cookies, including how to stop them being stored by your computer, please visit [Cookiepedia - all about cookies](#).

Below is a list of the different types of cookies used on this site, and an explanation of what they are used for. If you would like any more information, please get in touch.

1. Strictly Necessary Cookies

These cookies are necessary for the website to function. They are usually only set in response to actions made by you which amount to a request for services, such as logging in or filling in forms.

You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

2. Performance Cookies

These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.

All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance.

3. Functionality Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages.

If you do not allow these cookies then some or all of these services may not function properly.

4. Targeting Cookies

These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites.

They do not store any personally identifiable information, but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising.

5. Other Cookies

The following cookies are also set by our site, however their purpose has not yet been identified. We are conducting research into these cookies and will update this page as soon as possible.

6. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

7. Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.
8. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.
9. Cookies can be used by web servers to identify and track users as they navigate different pages on a website and identify users returning to a website.

2. Analytics cookies

1. We use Google Analytics to analyse the use of our website.
2. Our analytics service provider generates statistical and other information about website use by means of cookies.
3. The analytics cookies used by our website have the following names: [_utma, _utmb, _utmc and _utmz]
4. The information generated relating to our website is used to create reports about the use of our website.
5. Our analytics service provider's privacy policy is available at: <http://www.google.com/policies/privacy/>.

3. Third party cookies

1. Our website also uses third party cookies.

4. Blocking cookies

1. Most browsers allow you to refuse to accept cookies; for example:
 1. in Internet Explorer (version 10) you can block cookies using the cookie handling override settings available by clicking "Tools", "Internet Options", "Privacy" and then "Advanced";
 2. in Firefox (version 24) you can block all cookies by clicking "Tools", "Options", "Privacy", selecting "Use custom settings for history" from the drop-down menu, and unticking "Accept cookies from sites"; and
 3. in Chrome (version 29), you can block all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Content settings", and then selecting "Block sites from setting any data" under the "Cookies" heading.
2. Blocking all cookies will have a negative impact upon the usability of many websites.
3. If you block cookies, you will not be able to use all the features on our website.

5. Deleting cookies

1. You can delete cookies already stored on your computer; for example:
 0. in Internet Explorer (version 10), you must manually delete cookie files (you can find instructions for doing so at <http://support.microsoft.com/kb/278835>);
 1. in Firefox (version 24), you can delete cookies by clicking "Tools", "Options" and "Privacy", then selecting "Use custom settings for history", clicking "Show Cookies", and then clicking "Remove All Cookies"; and
 2. in Chrome (version 29), you can delete all cookies by accessing the "Customise and control" menu, and clicking "Settings", "Show advanced settings" and "Clear browsing data", and then selecting "Delete cookies and other site and plug-in data" before clicking "Clear browsing data".
2. Deleting cookies will have a negative impact on the usability of many websites.

6. Cookie preferences

1. You can manage your preferences relating to the use of cookies on our website by visiting: [URL]

Part 3: Our Details

1. Data protection registration

1. We are registered as a data controller with the UK Information Commissioner's Office.
2. Our data protection registration number is ZA084819.

2. Our details

1. This website is owned and operated by Marketing Force Services Limited.
2. We are registered in England and Wales under registration number 08899464.
3. Our principal place of business is at Unit 11, Summit Business Park, Langer Road, Felixstowe, Suffolk, IP11 2JB.
4. You can contact us by writing to the business address given above, by using our website contact form, by email to info@wallartimages.co.uk / info@marketingforceservices.co.uk or by telephone on 01394 672467.