

## **Golden Casket Privacy Policy**

This Privacy Policy sets out how Golden Casket uses and protects any information that you give Golden Casket when you use this website.

Golden Casket is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website then you can be assured that it will only be used in accordance with this privacy statement.

Golden Casket may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 25<sup>th</sup> May 2018.

### **What we collect**

We collect information about you when you provide us with feedback and/or contact us.

We may collect the following information:

- Name
- Contact information including telephone number and email address
- Demographic information such as address postcode, preferences and interests
- Other information relevant to customer surveys and/or offers
- Information about how you use our website and products
- Information obtained by supplying our products to you
- What we learn about you from letters, emails and conversations between us

### **Why we need the information we gather**

We require this information for the following reasons:

- To provide the services or information which you have requested
- To tailor our website to show you content that is relevant to you
- When on our website to collect statistics, traffic patterns and related site information. We aggregate this data and it does not identify any website users. We use it for research, analysis, testing, monitoring, risk management and administrative purposes
- We may also use the information to improve our products

### **Legitimate interest in contacting you**

Legitimate interest allows us to reply to your enquiries and it does not cause harm or override your privacy rights.

### **How we keep it**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical procedures to safeguard and secure the information we collect online. The organisation will hold personal data on its own IT network and its SiteGround server where the data is located in the EU.

### **How long we keep it for**

Data stored on our server is deleted once a month.

## **How we use cookies**

Cookies are small text files stored on your device and used by website operators in order to make websites work, or work more efficiently, as well as to provide information to the operators of the website or certain third parties. Each cookie usually contains a unique string of characters, which allows a website to distinguish your browser or device from other users.

We use cookies to analyse how users interact with this website and evaluate and measure the effectiveness of our marketing efforts. You don't have to agree to the use of cookies and you can disable any cookies already stored on your computer and you can also not agree to

The following are not strictly necessary but are required to provide you with the best user experience and also to tell us which pages you find most interesting (anonymously).

### **Analytic/performance cookies**

This website will:

- Track the pages you visit via Google Analytics

If you wish to restrict or block the cookies which are set by our website, or indeed any other website, you can do this through your browser settings. If you chose to restrict or block any cookies, this may result in certain features of the website not being provided and accordingly you may not be able to take full advantage of the website's features

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this Privacy Policy. You should exercise caution and look at the Privacy Policy applicable to the website in question.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- We will only add you to our direct mailing database if you give us your permission to hold your data for this purpose
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [enquiries@goldencasket.co.uk](mailto:enquiries@goldencasket.co.uk) or by unsubscribing to any emails received via the link provided

We will not distribute your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the General Data Protection Regulation. If you would like a copy of the information held on you please write to The Golden Group, Fort Matilda, Greenock, Scotland, PA16 7QF.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.