

PRIVACY POLICY – Shetland Colonics

This privacy policy outlines how we will meet the requirements of relevant legislation to protect your personal data. Thank you for trusting us with your personal information. This privacy policy outlines what we will do to protect your personal information, and how we will use it within our business.

If you have any queries, do please get in touch with us at hmm@shetlandcolonics.co.uk

By providing us with your information you confirm that you are over 13 years of age.

Shetland Colonics is a registered data controller and as such is responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

1. Introduction

This is a notice to inform you of our policy about all information we hold and record about you. It sets out the conditions under which we may process any personal information or that you provide to us. It covers information that could identify you (“personal information”) and information that could not identify you. In the context of the law “process” means to collect, store, transfer, use or otherwise act on information.

We take seriously the protection of your privacy and confidentiality. We understand that all visitors to our website are entitled to trust that their personal information will not be used for any purpose unintended by them, and will not accidentally be transferred to a third party.

We undertake to preserve the confidentiality of all information you provide to us, and trust that you reciprocate.

Our policy complies with UK law accordingly implemented including the requirements of General Data Protection Regulations and Privacy and Electronic Communications Regulations (PECR).

2. Who we are:

| | |
|------------------------------|--|
| Legal company name: | Shetland Colonics |
| Company email address: | hmm@shetlandcolonics.co.uk |
| Postal address: | Da Knowes, Hillside Road, Scalloway, Shetland Isles, Scotland, Shetland, ZE1 0XB |
| Directors: | Heather Moncrieff |
| Our Data Protection Officer: | Heather Moncrieff |

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us.

3. How we process information about you:

The law requires us that we process personal information under one of six defined basis and to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

4. Information we process as a contractual obligation

When you contact us about a service we provide as part of our business, create an account on our website (buy a product or service from us, or otherwise agree to our terms and conditions) a contract is formed between you and us. Any processing of information that may lead to a contract – you contacting us to inquire about a service or product is also processed in this way as it may lead to a contractual obligation.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

- verify your identity for security purposes
- sell products to you
- provide you with our services
- provide you with suggestions and advice on products, services and how to obtain the most from using our website

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Additionally, we may aggregate this information in a general way and use it to provide information to monitor our performance with respect to a particular service we provide. If we use it for this purpose, you as an individual are not personally identifiable.

5. Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our business, products or services, you provide your consent to us to process information that may be personal information.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of cookies.

Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.

Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you personally. We may aggregate it in a general way and use it to provide information, for example to monitor the performance of a particular page on our website.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us hmm@shetlandcolonics.co.uk or by choosing to unsubscribe on emails that we send you.

6. Information we process for the purposes of legitimate interests

- We may process information on the basis there is a legitimate interest, either to you or to us, of doing so.
- Where we process your information on this basis, we do after having given careful consideration to:
 - ⇒ whether the same objective could be achieved through other means
 - ⇒ whether processing (or not processing) might cause you harm
 - ⇒ whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so.
- For example, we may process your data on this basis for the purposes of:
 - ⇒ record-keeping for the proper and necessary administration of our business
 - ⇒ responding to unsolicited communication from you to which we believe you would expect a response
 - ⇒ protecting and asserting the legal rights of any party
 - ⇒ insuring against or obtaining professional advice that is required to manage business risk
 - ⇒ protecting your interests where we believe we have a duty to do so.

7. Information we process because we have a legal obligation

5/3/2022

We are subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation (such as HMRC tax or insurance obligations).

We may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal information.

8. Sending a message via our website or contacting our support team

When you contact us, whether by telephone, through our website or by e-mail, we collect the data you have given to us in order to reply with the information you need.

We record your request and our reply in order to increase the efficiency of our business.

We keep personally identifiable information associated with your message, such as your name and email address so as to be able to track our communications with you to provide a high quality service.

9. Complaints regarding content on our website

If you complain about any of the content on our website, we shall investigate your complaint.

If we feel it is justified or if we believe the law requires us to do so, we shall remove the content while we investigate. If we think your complaint is vexatious or without any basis, we shall not correspond with you about it.

10. Complaints received about our business

When we receive a complaint, we record all the information you have given to us.

We use that information to resolve your complaint.

If your complaint reasonably requires us to contact some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion as to whether we do give information, and if we do, what that information is.

We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

11. Information relating to your method of payment

5/3/2022

Payment information is never taken by us or transferred to us either through our website or otherwise. Our employees and contractors never have access to it.

At the point of payment, you are transferred to a secure page on the website of [Wix Payment or Apple Pay] or some other reputable payment service provider. That page may be branded to look like a page on our website, but it is not controlled by us.

Use of information we collect through automated systems when you visit our website

12. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit any website. They allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, such as one day or until you close your browser. Others last indefinitely.

Your web browser should allow you to delete any you choose. It also should allow you to prevent or limit their use.

Our website uses cookies. They are placed by software that operates on our servers, and by software operated by third parties whose services we use.

When you first visit our website, we ask you whether you wish cookies to be used. These are split in to essential, non-essential and tracking cookies. If you choose not to accept the use of cookies, we shall not use them for your visit except to record that you have not consented to their use for any other purpose.

If you choose not to use cookies or you prevent their use through your browser settings, you will not be able to use all the functionality of our website.

- We use cookies in the following ways:
 - ⇒ to track how you use our website
 - ⇒ to help us with analytics and remarketing/retargeting on other websites
 - ⇒ to record whether you have seen specific messages we display on our website
 - ⇒ to keep you signed in our site
 - ⇒ to record your answers to surveys and questionnaires on our site while you complete them
 - ⇒ to record the conversation thread during a live chat with our support team.

5/3/2022

[We provide more information about the cookies we use in our cookie policy].

13. Personal identifiers from your browsing activity

Requests by your web browser to our servers for web pages and other content on our website are recorded.

We record information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website and how we perform in providing content to you.

If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed in to our website.

14. Our use of re-marketing

Re-marketing involves placing a cookie on your computer when you browse our website in order to be able to serve to you an advert for our products or services when you visit some other website.

We may use a third party to provide us with re-marketing services from time to time. If so, then if you have consented to our use of cookies, you may see advertisements for our products and services on other websites.

You can opt out of these on our website by reviewing the cookie settings via the banner or footer on our website.

Disclosure and sharing of your information

15. Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we sometimes receive data that is indirectly made up from your personal information from third parties whose services we use.

No such information is personally identifiable to you.

16. Third party advertising on our website

5/3/2022

Third parties may advertise on our website. In doing so, those parties, their agents or other companies working for them may use technology that automatically collects information about you when their advertisement is displayed on our website.

They may also use other technology such as cookies or JavaScript to personalise the content of, and to measure the performance of their adverts.

We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

17. Credit reference

To assist in combating fraud, we share information with credit reference agencies, so far as it relates to clients or customers who instruct their credit card issuer to cancel payment to us without having first provided an acceptable reason to us and given us the opportunity to refund their money.

18. Data may be processed outside the European Union

Our websites are hosted in [United Kingdom].

We may also use outsourced services in countries outside the European Union from time to time in other aspects of our business.

Accordingly data obtained within the UK or any other country could be processed outside the European Union.

For example, some of the software our website uses may have been developed in the United States of America or in Australia.

We use the following safeguards with respect to data transferred outside the European Union:

- the processor is bound to data protection requirements within their own country – for example the US/EU Privacy Shield, the Canadian Privacy Act, the Australian Privacy Act etc.
- the data protection clauses in our contracts with data processors include transfer clauses written by or approved by a supervisory authority in the European Union [, specifically that in the country of United Kingdom]
- we comply with a code of conduct approved by a supervisory authority in the European Union [, specifically that in the country of the United Kingdom]
- we are certified under an approved certification mechanism as provided for in the GDPR.

- both our organisation and the processor are public authorities between whom there is either a legally binding agreement or administrative arrangements approved by a supervisory authority in the European Union relating to protection of your information.

Access to your own information

19. Access to your personal information

To obtain a copy of any information that is not provided on our website you may send us a request at hmm@shetlandcolonics.co.uk. After receiving the request, we will confirm we have received your request and let you know when we expect to provide you with the information within the 28 day period required.

20. Removal of your information

If you wish us to remove personally identifiable information from our website, you may contact us at [\[hmm@shetlandcolonics.co.uk\]](mailto:hmm@shetlandcolonics.co.uk).

This may limit the service we can provide to you.

21. Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Other matters

22. Use of site by children

- We do not sell products or provide services for purchase by children, nor do we market to children.
- If you are under 18, you may use our website only with consent from a parent or guardian
- We collect data about all users of and visitors to these areas regardless of age, and we anticipate that some of those users and visitors will be children.
- Such child users and visitors will inevitably visit other parts of the site and will be subject to whatever on-site marketing they find, wherever they visit.

23. Encryption of data sent between us

We use Secure Sockets Layer (SSL) certificates to verify our identity to your browser and to encrypt any data you give us.

Whenever information is transferred between us, you can check that it is done so using SSL by looking for a closed padlock symbol or other trust mark in your browser's URL bar or toolbar.

24. How you can complain

If you are not happy with our privacy policy or if have any complaint then you should tell us by email. Our address is hmm@shetlandcolonics.co.uk.

If a dispute is not settled then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.

If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at <https://ico.org.uk/concerns/>

25. Retention period for personal data

Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:

- to provide you with the services you have requested;
- to comply with other law, including for the period demanded by our tax authorities;
- to support a claim or defence in court.

26. Compliance with the law

Our privacy policy has been compiled so as to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you. It is your choice as to whether you wish to use our website.

27. Review of this privacy policy

We will update this privacy notice from time to time as necessary. The terms that apply to you are those posted here on our website on the day you use our website. We advise you to print a copy for your records.

If you have any question regarding our privacy policy, please do contact us.

28. Further information on General Data Protection Regulations

For up to date information on your rights under the General Data Protection Regulations, please check the website of the Information Commissioner [HERE](#).