

## Berry Winter Design – Privacy Policy

### Privacy Policy

At Berry Winter Design (The Company) we deeply care about your privacy. We are committed to being upfront about our privacy practices, including how we treat your personal information.

We need to process your personal data to run our business and provide you with the Services. By accepting our Terms of Use, you are confirming that you have read this policy and consent to us using your information in the ways we describe. If you don't want us to collect or process your personal information in the ways described in this policy, you shouldn't use the Services. We are not responsible for the content or the privacy policies of any third-party, their websites or apps.

The Company's Terms of Use require all individuals to be at least 18 years of age. By using the Services, you authorise The Company to use your information in the United Kingdom and across the European Union.

Please be aware that the privacy laws and standards in certain countries, including the rights of authorities to access your personal information, may differ from those that apply in the country in which you reside. We will transfer personal data only to these countries to which we are permitted by law to transfer personal information, and we will take steps to ensure that your personal information continues enjoy appropriate protections.

### Information Collected or Received

To use our Services, you will need to provide a valid email address. Depending on the Services that you choose to use, we may collect additional information, for example: billing or payment information, a telephone number, and a physical address. Please note that for security and performance reasons, such content may need to be accessed by certain Company personnel from time to time.

We may also collect information about your use of our Services for advertising, analytics, to serve content and to protect the Services. This is only collected at a generalised level such as location and types of product/services bought.

We use technologies such as log files for several purposes, including to help understand how you interact with our Services, in order to provide a better experience, and for marketing and advertising.

### Choices

You may ask for a copy of any data that we hold under your name at any time and we will come back to you within 30 days. You may ask to be deleted from our database at any time and we will comply subject to any legitimate interest such as payments required for accounts purposes.

The Company may send you messages about the Services or your activity. Some of these messages are required, service-related messages for customers (such as transactional messages or legal notices). Other messages are not required, such as newsletters. You can control which optional messages you choose to receive by contacting us.

### Information Uses, Sharing & Disclosure

We respect your privacy. The Company will not disclose your name, email address or other personal information to third parties without your consent, except as specified in this policy. We rely on three separate and overlapping bases to process your personal information lawfully. First, it's necessary for us to process your personal information in certain ways in order to provide the Services to you, in accordance with a contract between you and us (for example, using your shipping address so that we can send you the item you

purchased). Second, where you have given us valid consent to use your data in certain ways, we will rely on your consent. Third, as described in more detail below in the section titled “Legitimate Interests”, in certain cases we may process your information where necessary to further The Company's legitimate interests, where those legitimate interests are not overridden by your rights or interests.

We use your information to provide and improve the Services and our products, for billing and payments, for identification and authentication, for targeted online and offline marketing, to contact members or interested parties, and for general research and aggregate reporting.

We may learn the sorts of products that you're interested in from your browsing and purchasing behaviour on (and off) the Site and suggest potential purchases as a result.

The Company may release your personal information to a third party in the following limited circumstances: in response to lawful requests by public authorities, including to meet legitimate national security or law enforcement requirements; to protect, establish, or exercise our legal rights or defend against legal claims, including to collect a debt; to comply with a subpoena, court order, legal process, or other legal requirement; or when we believe in good faith that such disclosure is necessary to comply with the law, prevent imminent physical harm or financial loss, or investigate, prevent, or take action regarding illegal activities, suspected fraud, or threats to our property.

The Company also needs to engage third-party companies and individuals (such as payment processors, research companies, and analytics and security providers) to help us operate and provide the Services. These third parties have only limited access to your information, may use your information only to perform these tasks on our behalf, and are obligated to The Company not to disclose or use your information for other purposes.

We can speak only for ourselves; this policy does not apply to the practices of third parties that The Company does not own or control or individuals that The Company does not employ or manage. If you provide your information to others, different practices may apply to the use or disclosure of the information that you provide to them. The Company does not control the privacy policies of third parties. We encourage you to ask questions before you disclose your personal information to others.

## **Security**

The security of your personal information is important to us. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and after it is received.

## **Data Retention**

The Company will retain your information only for as long as is necessary for the purposes set out in this policy, for as long as you choose or as needed to provide the Services to you. If you no longer want The Company to use your information to provide the Services to you, you may let us know. The Company will retain and use your information to the extent necessary to comply with our legal obligations (for example, if we are required to retain your information to comply with applicable tax/revenue laws), resolve disputes, and enforce our agreements.

We also retain log files for internal analysis purposes. These log files are generally retained for a brief period of time, except in cases where they are used for site safety and security, to improve site functionality, or we are legally obligated to retain them for longer time periods.

## **Your Rights**

If you would like to manage, change, limit, or delete your personal information, you can do so by contacting us. Upon request, The Company will provide you with information about whether we hold any of your personal information.

In certain cases where we process your information, you may also have a right to restrict or limit the ways in which we use your personal information. In certain circumstances, you also have the right to object to the processing of your personal information, to request the deletion of your personal information, and to obtain a copy of your personal information in an easily accessible format. If you need further assistance, you can contact The Company through one of the channels listed below under "Contact The Company." We will respond to your request within a reasonable timeframe.

### **Withdrawing Consent**

You have the right to withdraw your consent to our processing of your information and your use of the Services. You can do this at any time by contacting us on [info@jamberry.co.uk](mailto:info@jamberry.co.uk).

If you withdraw your consent to the use or sharing of your personal information for the purposes set out in this policy, please note that, in certain cases, we may continue to process your information after you have withdrawn consent and requested that we delete your information, if we have a legal basis to do so. For example, we may retain certain information if we need to do so to comply with an independent legal obligation, or if it is necessary to do so to pursue our legitimate interest in keeping the Services safe and secure.

### **Privacy Policy Changes**

We may amend or update this policy from time to time. If we believe that the changes are material, we'll let you know by doing one (or more) of the following:

- (1) sending you an email or message about the changes, or
- (2) posting an update in the version notes on our web platform.

We will also give you the opportunity to consent to these changes. That way you can decide whether you want to continue using the Services. Changes will be effective upon the posting of the changes and your acceptance of the changes, which may be through your continued use of the Services after the changes take effect.

### **Contact The Company**

If you have questions or suggestions about personal information you can contact The Company Support team by sending an email to [berry@berrywinter.co.uk](mailto:berry@berrywinter.co.uk), or by writing to us at the address below.