Privacy Policy

Use of Personal Data and GDPR:

New legislation is being introduced. On May 25th 2018 the GDPR regulations will come into effect. One of the main changes brought into effect by the introduction of the GDPR is that customers must “opt in” for companies to use their details for marketing purposes. Previously, websites were able to have a pre-ticked box to add you into mailing lists. This is no longer the case. Now if you would like to hear from us, you will need to explicitly authorise us to do so.

Upon purchasing goods or services from us we will require (Amongst other things) the following information from you:

Name
Company name
Delivery address
Invoice address
Email address
Phone number

This information is used to complete your order and to ship it to your delivery address. We ask for your email address and phone number so that we and our couriers can contact you with updates on your order status, as well as to inform you if there are any issues.

Unless you have explicitly given us permission (opted in to receiving marketing and promotional information from us) we will not use your personal details for any other purpose.

How We Use Your Data

As a company we will need to hold some of your data, as well as share some with other companies. This is done to allow us to function as a business. A list of the companies that will be able to see your personal data are listed below:

Xero (Our accounting system)
Stripe (Card Processing provider – We use a 3rd party, and do not have access to your card details)
Dovey Accountancy Services (Our accountant and auditor)
Google Analytics (Analytical data, number of page views etc.)
DPD (Courier)
UPS (Courier)
FedEX (Courier)
TNT (Courier)
Royal Mail (Courier)
Mailchimp (Bulk emailing system. Only used if you have chosen to receive promotional material from us).

All of these companies in turn will also be regulated and must adhere to the GDPR rules. Only relevant information is shared with these companies (e.g. All card payments will be processed through Stripe. This company will have access to your card details in order to process your payment, but will not have access to other data not required for them to perform the service we require of them, for instance your phone number).
Security Breaches

As a business used to working with sensitive customer information, we take the protection of all of your personal data very seriously and have protocols in place to protect it from accidental and malicious leaking.

In the unlikely event that there is a breach of these protocols and we suspect that your personal data may have been compromised we will inform you as soon as feasibly possible in order to allow you to take any necessary precautions. This notification will include the following:

The nature of the personal data breach

Recommendations for you to mitigate potential adverse effects.

Right to be Forgotten

Also included in the GDPR you as a customer have the “Right to be forgotten”. This means that you will be able to make a request to us for your personal data to be erased. This will only work for data that is no longer required by us to function as a business. (This may mean that should you have made a request to be forgotten, we will remove your phone number, name, email address etc. but may need to retain what items you have bought for accounting purposes. Once this information is no longer required it will be removed).

Protection of Personal Data

We will take reasonable precautions to create a secure environment to protect the personal information supplied by you to us when making an order for goods or services.

Credit and Debit Card Details

We do not store customer’s financial details (Credit or debit card transactions are processed by a 3rd party – Stripe – We do not have access to your card details).

Cookies

Cookies are small pieces of information that websites transfer to your computer hard drive and use to enable website to providers features such as automatic login, personalised greetings and storage of items in your Shopping Basket. Cookies can be turned off in your browser or you can be notified when you receive a cookie so you choose whether to accept it. The Help menu of your browser should contain information on how to do this. However, changing these settings may mean that you will not be able to take advantage of some of the advanced features on the sites you visit. If you do wish to remove cookies after a visiting a web-site, perhaps because you are using a shared computer, you can clear the cookies.

Disclosure of Information to Third Parties

We do not sell, trade or rent your personal information (data) to others. We may choose to do so in the future with carefully selected and trustworthy third parties. Should you not wish us to do so then please tell us by sending an e-mail to office@213Performance.co.uk.
In the future we may provide statistics or analytical records about our customers, sales, traffic patterns to reputable third party vendors but this information will not include any personally identifying information.

As part of our work as service agents for other brands, we may be required to share details of our interactions with that brands customers. We may be required to provide reports detailing product faults, failures, and the corrective actions we took. This data may include product details such as model, and serial numbers. Data shared in this way will not contain personal details (Your name, e-mail address, etc).

The brands we represent may, in the future, wish to contact you to determine your views on the level of service, and your customer experience with us. If this is the case, we will ask you for permission to share your contact information.

We employ third parties and individuals to perform certain functions on our behalf. Examples of these might be a courier delivering your goods to you, and processing credit and debit card payments. Please rest assured that those companies and individuals who have access to any such personal information are not permitted to use this information for any other purposes and they are required to process any such data in accordance with the GDPR.

213 Performance Ltd. Is a company registered in England and Wales. We have a legal obligation to report some financial transactions, and to collect data on the companies and individuals we trade with (To HMRC for VAT purposes for example). We aim at all times to comply with all the legal requirements for financial reporting, and will provide the relevant agencies of the UK government with any and all data they require from us.

Transfer of Data

The information we collect may be transferred outside the European Economic Area for the purposes of processing and maintaining your Account with us. Any transfer of personal information outside the European Economic Area will be done in a manner that ensures that the information is processed in accordance with our Privacy Policy.

Access to Information

You may obtain details of the personal information we hold on you by e-mailing us at office@213Performance.co.uk. One of our Directors will contact you within 28 working days of receiving your request.