LIVE BY VERVE LTD - PRIVACY POLICY

Live By Verve LTD Privacy Policy outlines how your personal information is treated and forms part of our terms and conditions. At Live By Verve we are committed to maintaining your privacy.

Our privacy notice statement is given below. If we make changes to this policy, we will notify you by updating this statement on our Website.

This Site is run by Live By Verve LTD. For the purposes of applicable data protection laws, including the EU General Data Protection Regulation (“GDPR”), Live By Verve is the “controller” of the personal information collected through the website, by phone or events.

1. HOW DO WE COLLECT AND USE YOUR INFORMATION?

We collect personal information and process that information when you:

* visit our website (including when registering on our site, leaving any reviews or comments, or filling in forms on our site, such as when you sign up for newsletters or enter a competition/contest/promotion);
* purchase any products from our website;
* If you have opted-in to receive our e-mail newsletter, we may send you periodic e-mails.
* attend events that we organise;
* contact our customer service centres or request information from us in any other way;
* participate in our customer satisfaction surveys or other market research; and
* communicate with us via social networking websites, third party apps or similar technologies.

We may also collect information about you from third party sources, such as from your use of other websites which we operate and from related third parties such as sub-contractors.

1. WHAT PERSONAL INFORMATION DO WE COLLECT?

We will collect personal information that you provide to us to perform our contract with you, when you:

* Contact details: Name, address, telephone number and email address, while you create an account on our Site;
* place an order through our Site;
* fill in forms on our Site, for example to leave feedback, enter a competition or respond to a survey;
* subscribe to our mailing list.
* demographic information (such as age and/or preferences and interests);
* password and other authentication information;
* responses to any customer satisfaction surveys or market research (unless these are provided anonymously);
* your marketing preferences.
* Your payment information – this means your credit card details and security/CVV code. We use this to take payment and give refunds to perform our contract with you; and to prevent and detect fraud. We do not store credit card details nor do we share customer details with any 3rd parties”.

We will also collect certain additional information:

* when you access our website, we use “cookies” to make it easier for you to use our website. These cookies record data about the pages you browse and the activities you carried out during your visit. Further details about our use of cookies is set out in our Cookie Policy here;
* information about your device, operating system and IP address;
* your login information;
* browser type and version;
* information about your visit, including URL addresses, traffic data, length of visits to certain pages, and page interaction information.
* We will collect personal information about you when you contact us by telephone, e-mail, or via social media.
* we record information about the type of device you have used to visit our Site, your device settings, and the cause of any system errors.
* You may be able to apply for a job with us through our website or through third party websites such as LinkedIn. The personal information we collect about you may include your name, contact details, employment history, and any information set out in your CV.
* We will collect and store you purchase history with us.
* We will also collect data regarding your attendance at events that we may run from time to time. If we run events from time to time, we may photograph, record or film onsite activities in which case you may be filmed, photographed or recorded as part of any such activities.
* If you contact us with a complaint or query, we may keep a record of any phone number used to call our customer service number as well as the correspondence and the period of time it took for us to deal with a query or any request you had. We may also record your levels of satisfaction with the services we have provided.

What we do with the information we gather - We will not disclose information about our customers to third parties except where it is part of providing a service to you – e.g. arranging for a delivery of your order, carrying out credit and other security checks and for the purposes of customers research.

1. HOW WE USE YOUR INFORMATION

we require this information to understand your needs and provide you with a better service, for the following reasons:

* Internal record keeping.
* We may use the information to improve our products and services.
* for security and fraud prevention;
* We may periodically send promotional emails about new products, changes to services, special offers or other information which we think you may find interesting using the email address which you have provided.
* to provide you with the information, products and services you have requested and send you marketing and advertising materials;
* to provide you with an account on our website, if you choose to sign up for one;
* to fulfil any order that you place with us;
* to collect payment from you;
* to provide you with a receipt, if you ask us to send this to you electronically;
* to protect and defend our legal rights and interests.
* for system administration purposes and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
* to monitor your use of our website and to improve the user experience and to ensure that content is presented in the most effective manner for you and for your device;
* to tailor any marketing or advertising so that it is more relevant to you;
* to conduct marketing analysis to allow us to assess trends and the effectiveness of our advertising and marketing campaigns (including using your personal information to evaluate, analyse or predict certain personal aspects relating to you, such as your preferences, economic situation, interests, and/or location);
* to analyse any feedback that you provide on our services, and to improve our services;
* to review and assess any job application that you submit to us.
* if you are filmed, photographed or recorded as part of any onsite activities at an event that we run from time to time, your image or likeness may be used in promotional material, in print, online and on broadcast television;
* When shopping or engaging with our services we may use your IP address or location services from your device to geo-locate your approximate location. We do this to ensure we’re providing you with a relevant and optimum shopping experience with regards to everything from showing you the correct prices for your country, delivery methods and address options.
* We may collect and store information locally on your device using mechanisms such as browser web storage and application data caches. These techniques are used to ultimately enhance your user experience when shopping with us.
* You can stop receiving any form of marketing messages from us by: Clicking on the ‘unsubscribe’ link in any email or text message you receive from us.

- Getting in touch and contacting our customer services team direct.

- If you want to change the details that you have registered with us, or would like to amend your subscription preferences or unsubscribe altogether, this can be changed in the “My Account” section of our website.

1. HOW WE STORE YOUR INFORMATION

Your information may be processed by our staff or by the staff of our suppliers to the extent necessary to fulfil your order. By submitting your personal information to us, you agree to the transfer of your personal information, its storage and processing.

The personal information that we collect may be transferred to, and stored at, a destination outside the European Economic Area (the “EEA”), including countries, which have less strict, or no data protection laws, when compared to those in Europe.

Whenever we transfer your information as described in the paragraph above, we will take steps which are reasonably necessary to ensure that adequate safeguards are in place to protect your personal information and to make sure it is treated securely and in accordance with this privacy notice. Any third parties processing customer data outside of the EEA on behalf of Live By Verve must participate in the EU-US and Swiss-US Privacy Shield frameworks. This ensures that companies have a standard for protecting and processing your data. We sometimes provide personal information to third parties to perform services on our behalf. If we transfer personal information to a third party, the third party's access, use, and disclosure of the personal data must also comply with Privacy Shield obligations.

We will keep the data which we collect from you on a secure server. Any information you give us relating to credit card details is handled by a PCI DSS compliant third party and encrypted using secure server technology. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access and require our suppliers to do the same.

Where we have given you a password (or where you have chosen one) to access certain parts of this website, you are responsible for keeping this password confidential. We ask that you do not share a password with anyone.

1. HOW LONG WE KEEP YOUR PERSONAL INFORMATION

We’ll hold on to your information for as long as you have your account, or as long as is needed to be able to provide the services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support-related marketing and trend analysis only.

We retain the information you provide for the following periods:

* for as long as your account is being used and for a period of three years after the date you cease to use your account, after this period it will be deleted.
* where you have made a purchase with us, we will keep a record of your purchase for the period necessary for invoicing, tax and warranty purposes, or We may also keep a record of correspondence with you (for example if you have made a complaint) for as long as is necessary to protect us from a legal claim.
* for as long as you subscribe to receive marketing information;
* in the case of any contact you may have with our Customer Care team for as long as is necessary to provide support-related reports and trend analysis

Our Data Retention Period has been determined to cover credit risk, fraud detection and customer service periods, as well as to cover regulatory requirements, and the resolution of disputes or fraud prevention. We may also keep hold of some of your information as required, even after you have closed your account or it is no longer needed to provide the services to you.

1. HOW WE SHARE YOUR INFORMATION

We may share your personal information within our group of companies (i.e. our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006).

We may share your personal information with our suppliers, business partners and service providers, where they are helping us to market and advertise our services as well as providing our services to you.

We may disclose your personal information to other third parties in the following cases:

* We share your information with our core service providers and third-party platforms as required for our business to function; for example, picking, packaging and processing orders, fulfilling deliveries, customer support, fraud detection, credit risk reduction checks, IT systems support, and internal audits.
* If you choose to provide feedback on your transaction, we will share your information with a third party feedback site who will capture your feedback on transactions which we use to enhance our customer service.
* for the purposes of research, evaluation, and analysis;
* in the event that we sell any business or assets, in which case we may disclose your personal information to the prospective buyer of such business or assets;
* if we or substantially all of our assets are acquired by a third party, in which case personal information held by us about our customers and visitors to our websites will be one of the transferred assets;
* if we are under a duty to disclose or share your personal information in order to comply with any legal or regulatory obligation or request; or
* to protect the rights, property or safety of us or our users, or others, and in order to enforce or apply our terms and conditions (this includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).
* Your information may be processed by a third party in order to maintain the functionality of our Site and database.
* We protect your privacy and your rights through the use of the European Commission’s standard data protection clauses.

1. RIGHTS YOU MAY HAVE

You may have certain rights in relation to personal information that we hold about you. These include:

* the right to be informed about how your personal information is being used.
* the right to request access to your personal information,
* the right to request that it is erased, that its processing is restricted, or that any inaccurate personal information is rectified.
* the right to object to the processing of your personal information, or in some circumstances to obtain a copy of the personal information in a machine-readable format.
* the right to complain about the use of your personal information to the Information Commissioner’s Office.
* If you have any questions about this privacy Policy and practices of this site you can contact us at - talktous@livebyverve.com

1. CHANGES TO THIS POLICY

We may change this Policy page from time to time, to reflect how we are processing your data. If we make changes, we will notify you by revising the date at the top of this Policy, and if the changes are significant, we may provide you with additional notice such as adding a statement to the homepage of the Site or sending you an e-mail with the update.

1. COOKIES

We use cookies when you visit our site. There are four main types of cookies – here’s how and why we use them.

* **Site functionality cookies** - these cookies allow you to navigate the site and use our features, such as - add to shopping bag; purchase them; and save for later.
* **Site analytics cookies** - these cookies allow us to measure and analyse how our customers use the site, to improve both its functionality and your shopping experience.
* **Customer preference cookies** - when you are browsing or shopping on LIVEBYVERVE, these cookies will remember your preferences (like your language or location), so we can make your shopping experience as seamless as possible, and more personal to you.
* **Targeting or advertising cookies** - these cookies are used to deliver ads relevant to you. They also limit the number of times that you see an ad and help us measure the effectiveness of our marketing campaigns.

By using our site, you agree to us placing these sorts of cookies on your device and accessing them when you visit the site in the future. If you want to delete any cookies that are already on your computer, the “Settings” menu in your browser should provide instructions on how to locate the file or directory that stores cookies. Further information about cookies can be found here. Please note if you choose to block or delete cookies or similar technologies used on our website, it may prevent the website from functioning properly or at all.

1. CONTACT US

If you have any questions about this privacy Policy and practices of this site you can contact us at - talktous@livebyverve.com