

# THE UNSEEN

## Privacy Policy

### Our Privacy Policy

This privacy policy sets out how THE UNSEEN uses and protects any information that you give THE UNSEEN when you use this website. THE UNSEEN 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. THE UNSEEN may change this policy from time to time by updating this page.

### What We Collect

We may collect the following information:

- Name
- Email address
- Subject of interest
- Reason for interest

### What We Do With The Information Gathered

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

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, latest news or other information which we think you may find interesting using the email address which you have provided only if you have asked us to do so.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail.

### Security

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, electronic and managerial procedures to safeguard and secure the information we collect online.

### How We Use Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

### 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 statement. You should exercise caution and look at the privacy statement 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:

- 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 [contact@seetheunseen.co.uk](mailto:contact@seetheunseen.co.uk)

We do not rent, sell or share personal information about you with other people or companies except; under the following circumstances:

- We are responding to legal action and exercising our rights to defend legal claims.
- We are investigating, preventing, or taking action against illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our terms of use, or as otherwise requested by law.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to:

THE UNSEEN  
Unit 33, Waterside  
44-48 Wharf Road  
London N1 7UX

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.

### Third Party Data Processors

We have chosen a secure set of digital partner to help us provide the best possible service to you online. These partners could be one of the following:

- Business partners, licensees, suppliers, service providers and sub-contractors for the performance of any contract we enter into with them or you. Third parties are only authorised by us to use or disclose the information we provide them, to the extent necessary to perform services on our behalf or comply with legal requirements.
- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about you.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.
- Third party fraud screening agents for the purpose of assessing your credit score where this is a condition of us entering into a contract with you.

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### Third Party Company List

PARTNER NAME	WHY THEY PROCESS YOUR DATA OR USE COOKIES
UK2 Group	This is the company that serve and host our website
Stripe	This is the company that handles and processes on-line Emporium orders
Mailchimp	Mailchimp will only process your data if you opt in to our marketing newsletter communications online
Two Times Elliott	This is the company that build and serve our website.

By navigating our site, you agree to the above data handlers handling your data.

### The Information We Don't Collect

Credit/Debit Card Information - we use a third-party payment processor to handle this information securely. None of your Credit/Debit card information is stored anywhere on this site.

### How We Protect Your Data

- We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. For example, all information you provide to us is stored on our secure servers and any payment transactions will be encrypted. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. We have also put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.
- Unfortunately, however the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk.
- Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.
- Children under the age of eighteen may not shop on this website without the consent of their legal representatives.

### How Long We Keep Your Information For

- We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.
- To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.
- In some circumstances, you can ask us to delete your data. In some circumstances, we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

### Changes to Our Privacy Policy

We reserve the right to amend or modify this Policy without notice to you and if we do so we will post the changes on this PDF. It is your responsibility to check the Policy every time you submit information to us or place an order.