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Effective Date: *1st June, 2015*

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## PRIVACY AND COOKIE POLICY

At **alt.** [ *a lovely thing* ] we value our customers and are committed to protecting your privacy. Personal information collected by **alt.** [ *a lovely thing* ] under this policy is not shared with third parties and is treated in accordance with the Data Protection legislation.

### What does this privacy policy cover?

This Policy covers our treatment of personal data that **alt.** [ *a lovely thing* ] gathers when you access the website and/or use the content. This policy does not apply to the practices of companies that **alt.** [ *a lovely thing* ] does not own or control, or to individuals that **alt.** [ *a lovely thing* ] does not employ or manage.

### What personal information does **alt.** [ *a lovely thing* ] collect?

The information we gather enables us to personalize and improve our website or complete a transaction on your behalf.

We use the information to deliver the website to you and, amongst other things, to: process payments, communicate with you about your orders, as well as products, website and promotional offers; administer your accounts and update our records; display content and recommend merchandise and website that might be of interest to you; improve our platform, prevent or detect abuses of our website and enable third parties to carry out technical, logistical or other functions on our behalf.

We retain personal information no longer than is legally permissible and delete personal information when it is no longer necessary for the purposes set out in this Policy. We collect the following types of information from our users:

### Personal data you provide to us

We receive and store any information you enter on the website or provide to us in any other way. The types of personal data collected include your full name, email address, IP address, browser information, username, password, home and billing address, shipping address, credit card information and any other information necessary for us to provide the website, including the usernames and passwords for your accounts and profiles on third-party sites with which the website interoperates.

We use the information we collect from you to provide the website to you and improve the website and the content. The personal data you provide is used for such purposes as answering questions, developing new products, completing transactions on your behalf, protecting **alt.** [ *a lovely thing* ] and our users and communicating with you about our products and website, including special and new features.

We also use the information we collect to send you product news and updates, such as when items or brands you have told us that you are following or are interested in become available, newsletters, marketing materials and other information that may be of interest to you. For example, depending on your email notification settings, we may send you instant, daily or weekly offer updates that include new products you may like. You can decide to stop getting these updates by updating your account settings or through other settings we may provide.

We will collect details of transactions you carry out through our website and of the fulfilment of your orders. Saved card details will never be shared with third parties unless we need to in order to process your order, and only using our secure systems. These details will be fully encrypted and only used to process card transactions, which you have initiated. In addition, we will take reasonable steps to ensure that third party business partners' to whom we transfer any data will provide sufficient protection of that personal data. If you contact us, we may keep a record of that correspondence.

You can choose not to provide us with certain information, but then you may not be able to take advantage of many of our features.

### **Personal data collected automatically**

We receive and store certain types of information whenever you interact with our website or use another feature of our service. **alt.** [ *a lovely thing* ] automatically receives and records information on our server logs from your browser including your IP address, cookie information. Please see our Cookie Policy for further information.

More generally, our website automatically collects usage information, such as the numbers and frequency of visitors to our website and its components, similar to user music preference data or to TV ratings that indicate how many people watched a particular show. **alt.** [ *a lovely thing* ] only uses this data in aggregate form, that is, as a statistical measure, and not in a manner that would identify you personally. This type of aggregate data enables us to figure out how often customers use parts of the website or another feature of the content so that we can make the website appealing to as many customers as possible, and improve the content. As part of this use of information, we may provide aggregate information to our partners about how our customers, collectively, use our content. We share this type of statistical data so that our partners also understand how often people use our content, so that they, too, may provide you with an optimal online experience. Again, **alt.** [ *a lovely thing* ] never discloses aggregate information to a partner in a manner that would identify you personally, unless it needs to in order to complete a transaction on your behalf. **alt.** [ *a lovely thing* ] only discloses information to third parties it trusts.

### **E-mail Communications**

We often receive a confirmation when you open an email from **alt.** [ *a lovely thing* ] if your computer supports this type of programme. **alt.** [ *a lovely thing* ] uses this confirmation to help us make emails more interesting and helpful. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers.

### **Mobile Apps**

When you download or use apps created by **alt.** [ *a lovely thing* ] or its affiliates or subsidiaries and, where applicable, have requested or consented to location services, we may receive information about your mobile device and your location, including a unique identifier for your device. We may use this information to provide you with personalised content and location-based services, such as search results. Most mobile devices allow you to turn off location services. To learn more about what information your device makes available to us, please also check the policies of your device manufacturer or software provider.

### **Where will we store your personal data?**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed and used by staff operating outside the EEA who work for us or by one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your request, the processing of your payment details and the provision of support website. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to us is hosted and stored on cloud-based website. If you are not satisfied with the levels of security offered by our cloud provider, you should restrict the nature and amount of personal data or confidential information, which you include in your log data or not use the website. Any payment transactions will be encrypted using Secure Socket Layer (SSL) technology. Where we have given you, or where you have chosen, a password that enables you to access certain parts of our website, you are responsible for keeping this password confidential. You must not to share a password with anyone.

### **Will **alt.** [ *a lovely thing* ] share any of the personal data it receives?**

Personal data about our customers is an integral part of our business. We neither licence nor sell your personal data to anyone. We share your personal data only as described in this policy.

### ****alt.** [ *a lovely thing* ] partner websites we do not control**

**alt.** [ *a lovely thing* ] works with a variety of suppliers, our partners, in order to offer you the widest possible choice of fashion and lifestyle products through the website. We promote and sell the items offered by the **alt.** [ *a lovely thing* ] partners through the website. When you choose to buy an item, you may be taken directly to their online store. You can easily recognise when a third-party business is associated with your transaction, and we will share your personal data that is related to such transactions with that business. Please note that: (i) the third-party business will use and share your personal data in accordance with its privacy policy; (ii) you should check its policy before completing any transaction involving such third-party business; and (iii) such third-party business is solely responsible for its use and sharing of your personal data.

### **Third-party payment system**

We use a third party payment process provider to process certain credit card, debit card and other online transactions you make through the website. Please note that we will share your personal data with our third party payment process provider that it is related to such transactions and they may collect personal data from you directly via cookies or other means in order to process such transactions. Our third party payment process provider does not sell or rent your personal information to marketers or third parties. Please note that our third party payment process provider may transfer, process and store your personal data that it collects outside of EU member states. Your personal data may be subject to disclosure by our third party payment process provider as required by applicable law. By using the website and making payments through the website, you are agreeing to our third party payment process provider's use of your personal data in accordance with their privacy policy.

### **Other third parties**

We may share your personal data with selected third parties. We do not disclose information about identifiable individuals, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have loved a product). We may also use such aggregate information to help third parties reach the kind of audience they want to target (for example, women in SW1).

We may also share your personal data to analytics and search engine providers that assist us in the improvement and optimisation of our site.

### **Agents**

We employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or our website to you. Unless we tell you differently, our agents do not have any right to use personal data we share with them beyond what is necessary to assist us.

### **User profiles and other information you post**

User profile information including your username, name, email address, and other information you enter may be displayed to other users to facilitate user interaction within the website and allow you to follow other users, and them to follow you. Email addresses are used to add new user submissions to user profiles and to communicate through user submissions. Any personal data or content that you voluntarily disclose online, as well as the products and content you compile on the website, become publicly available and can be viewed, collected and used by others. Any images, captions, physical descriptions, personal interests or other content that you submit to the website may be redistributed through the Internet and other media channels, and may be viewed by the general public.

Please be aware that whenever you voluntarily post information to public areas on the website, such information can be accessed by the public.

We may release personal data when we believe in good faith that release is necessary to comply with the law, regulation or legal request; enforce or apply our conditions of use and other agreements; or protect the rights, property, or safety of **alt.** [ *a lovely thing* ], our employees, our users, or others. This includes exchanging information with other companies and organisations for fraud protection and credit risk reduction. You agree that we may also share your data with entities where **alt.** [ *a lovely thing* ] is engaged in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this policy.

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We may also share your data with **alt.** [ *a lovely thing* ] partners in connection with certain promotions and competitions. These will be subject to additional rules and conditions, which will be made available at the time of any such competition or promotion. You should carefully review the rules and conditions relating to such competitions and promotions.

### **With your consent**

By using the website, you consent to our sharing of personal data for the above purposes.

### **Affiliates**

We may share some or all of your personal data with any of our parent companies, subsidiaries, joint ventures, or other companies under common control with us.

### **Is personal information about me secure?**

The personal data in the **alt.** [ *a lovely thing* ] account you have with us is protected by a password for your privacy and security. You need to ensure that there is no unauthorised access to your account and personal data by selecting and protecting your password appropriately and limiting access to your computer and browser by signing off after you have finished accessing your account. You are responsible for safeguarding the password that you use to access the website and for any activities or actions under your password. **alt.** [ *a lovely thing* ] encourages you to use “strong” passwords, passwords that use a combination of upper and lower case letters, numbers and symbols, with your account. **alt.** [ *a lovely thing* ] cannot and will not be liable for any loss or damage arising from your failure to comply with the above requirements.

Unfortunately, the transmission of information via the Internet is not completely secure. **alt.** [ *a lovely thing* ] endeavours to protect personal data but we cannot guarantee the security of your data transmitted to our website. Unauthorised entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our platform; any transmission of data is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **What about links to third party websites?**

The website contains links to other sites. **alt.** [ *a lovely thing* ] is not responsible for the privacy policies and/or practices on other sites. When linking to another site you should read the privacy policy stated on that site. This policy only governs information collected on the website.

We will take care to maintain appropriate safeguards to ensure the security, integrity and privacy of the information you have provided us with. We encrypt your information to protect it from unauthorised use. In addition, we will take reasonable steps to ensure that third party business partners’ to whom we transfer any data will provide sufficient protection of that personal data.

To help ensure that your shopping experience is safe, simple, and secure, we use Secure Socket Layer (SSL) technology.

### **What personal data can I access?**

**alt.** [ *a lovely thing* ] allows you to access the following information about you for the purpose of viewing, and in certain situations, updating that information: your name; user email address; username and password; website; user preferences; address and/or post-codes, billing address, and payment information.

### **The information you can access will change as the website changes.**

If you are a registered user of **alt.** [ *a lovely thing* ], you can change or delete saved credit/debit card details and add or edit shipping and billing address information.

The Data Protection Act 1998 (the “Act”) gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you. You may at any time request correction or deletion of your personal data, and object to any processing of your personal data by emailing us

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at [info@alt-001.com](mailto:info@alt-001.com). We will respond to your access and/or correction request within four (4) weeks.

### **What choices do I have?**

As set out above, you can always opt not to disclose information, even though it may be needed to take advantage of the website or other features of the content. When you update information, we often maintain a copy of the unrevised information in our records.

Once your account is activated, you may request deletion of your account by following the instructions at the account settings section of the website. Please note that some information may remain in our records after deletion of your account.

When you register for an account at our website, you consent to receive certain email or other communications from us; if you do not wish to receive any such communications, you should not register for an account at our website. We may also use your data to provide you with information about products and website which may be of interest to you, directly or on behalf of one of our business partners. You can however change the type and frequency of the emails you receive from us at any time by changing your email settings here or by unsubscribing from such emails.

Most mobile devices provide users with the ability to disable location website. These controls are usually located in the device's settings menu. Please contact your mobile service carrier or device manufacturer if you have questions about how to disable your device's location website.

Please note that if you choose not to receive legal notices from us, such as this policy, those legal notices will still govern your use of the Website, and you are responsible for reviewing such legal notices for changes.

### **Children**

We do not knowingly market or sell products for purchase by children. The website is not designed for use by children under 13 years old. Children under 13 are not allowed to register with or use the website, or submit personal data through the Website. We do not knowingly collect personal data from anyone under the age of 13. If we discover that we have collected personal information from a child under 13, we will delete that information immediately. If you believe that we might have any information from a child under age 13, please contact us at [info@alt-001.com](mailto:info@alt-001.com).

### **Changes to this policy**

**alt.** [ *a lovely thing* ] may amend this policy from time to time. Use of information we collect now is subject to the policy in effect at the time such information is used. If we make changes in the way we use personal data, we will notify you by posting an announcement on our Website or sending you an email. Users are bound by any changes to the policy when he or she uses the website after such changes have been first posted.

### **Questions or concerns**

If you have any questions or concerns regarding privacy on our website or the content, please send us a detailed message at [info@alt-001.com](mailto:info@alt-001.com). We will make every effort to resolve your concerns.

### **What about cookies?**

Like most websites and apps, our websites, mobile applications and any other platforms **alt.** [ *a lovely thing* ] owns or controls and makes available to you use cookies, which are data files containing small amounts of information that are downloaded to and stored on your computer when you visit a website.

This cookie policy applies to all of our website and any other linked pages or blogs, features, content, including any information, text, graphics, photos, lists of items compiled by you, comments, reviews, links, or other materials uploaded, downloaded or appearing on, or linked to the Website, or applications offered from time to time by **alt.** [ *a lovely thing* ].

**alt.** [ *a lovely thing* ] uses cookies to distinguish you from other users. This helps us to provide you with a good

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experience when you browse our website and also allows us to improve our website. By continuing to use and browse the website, you are agreeing to our use of cookies whenever you access the website on any device.

Any changes to this policy will be posted here. We reserve the right to vary this Cookie Policy from time to time and such changes shall become effective as soon as they are posted. Your continued use of the Website constitutes your agreement to all such changes.

### **Which type of cookies do we use?**

We use the following cookies:

Strictly necessary cookies:

These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make payment.

Analytical/performance cookies:

They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using them. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Functionality cookies:

These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences, for example, your choice of language.

Targeting cookies:

These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website more relevant to your interests. We may also share this information with third parties for this purpose.

We also use cookies to keep track of items stored in your shopping bag and to fulfil your orders. We also use cookies for conducting diagnostics to improve our content, products and website, fraud prevention and security.

We use both session ID cookies and persistent cookies, to make it easier for you to navigate our site. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. You can remove persistent cookies via your browser's 'clear cookie' function. Please see [www.allaboutcookies.org](http://www.allaboutcookies.org) for more information about blocking cookies on your particular web browser.

Please note that third parties, including, for example, suppliers or providers of external website like web traffic analysis website, may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

### **How do I control my cookies?**

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. The "Help" feature on most browsers will tell you how to stop your browser from accepting new cookies. It should also tell you how to set up the browser to notify you when you receive a new cookie and how to disable cookies entirely. Additionally, you can disable or delete similar data used by browser add-ons, such as flash cookies, by changing the add-on's settings or visiting the website of its manufacturer. However, if you use your browser settings to block all cookies, including essential cookies, you may not be able to access all or parts of our. Please see [www.allaboutcookies.org](http://www.allaboutcookies.org) for more information about blocking cookies on your particular browser.