

## PRIVACY POLICY

LED Ideas Limited is committed to protecting your privacy and takes its responsibilities regarding the security of customer information very seriously. This privacy policy explains what personal data we collect about you, how and why we use it, who we disclose it to, and how we protect your privacy.

### 1. WHO IS RESPONSIBLE FOR YOUR DATA

Our Privacy Policy applies to the personal data that LED Ideas Ltd collects and uses. We control the ways your personal data is collected and the purpose for which your personal data is used by the company and are the “data controller” for the purposes of the UK Data Protection Act 1998, EU General Data Protection Regulation (GDPR), PCI-DSS, and European data protection legislation.

### 2. PURPOSE AND LAWFUL BASIS FOR PROCESSING YOUR DATA

We have two purposes for processing your personal data:

- **To sell our products to you and carry out any logistics for delivery or return of goods**  
This purpose allows LED Ideas Limited to lawfully process your data for legitimate interests (GDPR 6F) and our legal obligations to your country’s tax and revenue authorities.
- **To engage, inform and inspire you about our brilliant products and services.**  
This purpose allows LED Ideas Limited to seek your consent to process your data for communication and marketing purposes (GDPR 1). Without your explicit consent, LED Ideas Limited will not process your data for this purpose.

The purpose and lawful basis for processing your data may change from time to time, where this policy will be updated.

### 3. CONSENT

Your consent will be an explicit action from 25th May 2018. Because of the need for consent we will not use defaulted opt-in checkboxes or include your personal data for communication and marketing purposes where you have asked only for a transactional email (receipts, proof of delivery etc...).

We will keep your given consent on file for a period of up to 7 years from the last change before checking if your consent is still valid. This is in line with our average customer project cycle. We will not contact you if you have withdrawn consent, but you can grant or withdraw your consent at any time by emailing us at [info@ledideas.co.uk](mailto:info@ledideas.co.uk)

At 7 years we will write to you by email or post, depending on your preferences, with a statement of consent and your current choices. We will then send a reminder email after 30 days if no contact has been received. If this is not responded to then we will take that your granting of consent is still valid.

We will also include the opportunity to unsubscribe or withdraw consent on all marketing emails.

## 4. PERSONAL DATA WE COLLECT ABOUT YOU

When using the term “personal data” in our Privacy Policy, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. Your personal data may include for example your name, your company name, contact details, information relating to your purchase (e.g. your order references, delivery details) or information on how you use our website or how you interact with us.

### **Sensitive personal data**

Information that could reveal your racial or ethnic origin, physical or mental health, religious beliefs or alleged commission or conviction of criminal offences is considered “sensitive personal data” under the UK Data Protection Act 1998 and other data protection laws. We do not collect this data.

## 5. HOW AND WHY WE USE YOUR PERSONAL DATA

We use your personal data for the following purposes:

- **To manage your orders and provide our services to you**  
When you purchase from us, or seek advice, we use your information to perform our services in relation to your purchase or enquiry.
- **To communicate with you and manage our relationship with you**  
Occasionally we may need to contact you by email and/or telephone for administrative or operational reasons, for example in order to send you confirmation of your orders and your payment, to notify you when backordered products are available or to advise you of disruption and changes to your deliveries.
- Please be aware that these communications are not made for marketing purposes and as such, you will continue to receive them even if you opt-out from receiving marketing communications.

We will also use your personal data if we contact you after you have sent us a request through our contacted us via our website.

Your opinion is very important to us, so we may send you an email or SMS to seek your feedback.

We will use the communications you exchange with us and the feedback you may provide in order to manage our relationship with you as our customer and to improve our services for customers.

- **To personalise and improve your customer experience**  
We may use your personal data in order to tailor our services to your needs and preferences and to provide you with a personalised customer experience. For example, if you inform us about your preferred products, we will be able to send you tips and ideas relevant to your interests.

We may also collect information on how you use our website, which pages of our website you visit most or product you search for and what products you buy, in order to understand what you like. We may use this information to tailor the content and offers that you see on our website and, if you have agreed to receiving marketing communications, to send you relevant messages that we think are of interest to you.

- **To inform you about our news and offers that you may find interesting.**

We may send you marketing communications, if you have indicated that you are happy to receive these. You can also request us to send you marketing communications through a specific media (ie email, text, phone). If you are happy to receive marketing communications, we will provide you with news from us such as new products or services that may be of interest.

**Please note that we do not share your contact details and other personal data with other companies for marketing purposes.**

If you do not want to receive marketing communications from us, you can simply tell us by emailing [info@ledideas.co.uk](mailto:info@ledideas.co.uk). You can also choose to opt out from receiving marketing communications at any time, by clicking on the relevant unsubscribe link at the bottom of any marketing related email you may receive from us.

If you prefer, you can also call our Customer Service team and express your preference to not receive marketing communications on **0800 933 0132** or send an email to [info@ledideas.co.uk](mailto:info@ledideas.co.uk) with the header "Unsubscribe". We ask that you allow 28 working days to complete any unsubscribe request.

## 6. REQUESTING ACCESS TO YOUR PERSONAL DATA

You have a right to request access to the personal data that we hold about you. This could include purchase information relating to products and services. If you have questions in relation to your personal data, please contact us at: [info@ledideas.co.uk](mailto:info@ledideas.co.uk)

## 7. SECURITY OF YOUR PERSONAL DATA

We are committed to taking appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing and against accidental loss, destruction or damage to personal data. When you provide your personal data through our website this information is transmitted across the internet securely using high-grade encryption.

The information that you provide to us will be held in our systems, which are located on our premises. We will retain your personal data for as long as we need it in order to fulfil our purposes set out in this Privacy Policy or in order to comply with the law, but for a period no more than 10 years.

## 8. COOKIES OR OTHER TRACKING TECHNOLOGIES

In order to improve our services, to provide you with more relevant content and to analyse how visitors use our website and app, we may use technologies, such as cookies, pixels or tracking software. Please be aware that in most cases we will not be able to identify you from the information we collect using these technologies.

Cookies are small pieces of information stored by your browser on your computer's hard drive. They enable you to navigate on our website or app and allow us to provide features such as remembering aspects of your last search to make subsequent searches faster. You can delete cookies if you wish; while certain cookies are necessary for viewing and navigating on our website, most of the features will be still accessible without cookies.

## 9. SHARING YOUR PERSONAL DATA

We may share some of your personal data with:

- **Suppliers providing services to us in order to help us run our business and improve our services and your customer experience.** We may for example share your personal data with the companies who provide deliveries for us.

We carefully select our suppliers who process your personal data on our behalf and require that they comply with high security standards for the protection of your personal data.

- **Authorities**  
We may disclose your personal data when this is required by the law of any jurisdiction to which LED Ideas Limited may be subject.

## 10. UPDATES TO OUR PRIVACY POLICY

We may make changes to this Privacy Policy from time to time we will update the Privacy Policy and publish any new version of this Policy on our website.

## 11. CONTACT INFORMATION

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [info@ledideas.co.uk](mailto:info@ledideas.co.uk)