

PRIVACY POLICY – CHELSEA ROCKS LTD.

**INTRODUCTION**

This Privacy Policy describes how your personal information is collected, used, and shared when you visit, interact or make a purchase from [www.chelsearocks.eu](http://www.chelsearocks.eu) (the “Site”) or any of the affiliated company sites internationally: [www.chelsearocks.de](http://www.chelsearocks.de), [www.chelsearocks.at](http://www.chelsearocks.at), [www.chelsearocks.co.uk](http://www.chelsearocks.co.uk) and [www.chelsearocks.net](http://www.chelsearocks.net) and [www.chelsea.com](http://www.chelsea.com)

Links to third party sites that may appear on our websites are chosen with a great care, but are excluded from our Private Policy. Chelsea Rocks Ltd. is the controller and responsible for your personal data (collectively referred to as Chelsea Rocks Ltd., ‘we’, ‘us’, or ‘our’ in this privacy notice). This document was last updated on 4<sup>th</sup> August 2018.

**PERSONAL INFORMATION WE COLLECT**

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.” We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally, when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including:

- contact information (such as name, postal address, email address, and mobile or other telephone number)
- username and password
- payment information (such as your payment card number, expiration date, authorization number or security code, delivery address and billing address)
- customer service information (such as customer service inquiries, comments, and repair history)

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- photographs, comments and other content you provide
- information regarding your personal or professional interests, date of birth, marital status, demographics and experiences with our products and contact preferences
- information you submit in connection with a career opportunity at Chelsea Rocks Ltd., such as contact details, information in your résumé (including work history, education and language skills) and details about your current employment
- purchase and transaction information
- contact information you provide about friends or other people you would like us to contact, e.g., refer a friend offers and other promotional campaigns and discounts
- location data (such as data derived from your IP address, country and/or zip code) and the precise geolocation of your mobile device where we have provided notice and choice, as appropriate
- clickstream data and other information about your online activities (such as information about your devices, browsing actions and usage patterns), including across the Online Channels and third-party websites, that we obtain through the use of cookies, web beacons and similar technologies
- information we may obtain from our third-party service providers
- other personal information we obtain through our Channels
- Any other information you may provide to us when signing up to any 'early bird offer' or 'referring a friend for discounts or special deals. We refer to this information as "*Order Information.*"

When we talk about "*Personal Information*" in this Privacy Policy, we are talking both about Device Information *and* Order Information.

### HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations).

Additionally, we use this Order Information to:

- Communicate with you either online / offline
- Screen our orders for potential risk or fraud
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services
- Promotional offers from us:* We may use your Identity, Contact, Technical, Usage and Profile Data to inform our marketing messages to you or our perceptions of which products would interest you

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- You will receive marketing communications from us if you have registered interest, confirmed participation in a promotional offer or any other discount offer, purchased items from us or if you provided us with your details during an online or in-person event
- To respond to your comments, questions, queries, or provide customer services and transact order
- Third-party marketing: We will get your opt-in consent before we share your personal data with any company outside Chelsea Rocks Ltd. to other companies for marketing purposes
- To conduct market research & customer feedback studies, or contact you about events
- When we need to process your data in order to perform our obligation under a contract that we are about to enter into or have entered in with you
- When we need to notify you about changes in our services
- Where we need to comply with legal or regulatory obligations

### DEVICE INFORMATION

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns). Personal data may be legally collected and used if it is necessary for a legitimate interest of the organisation using the data, as long as its use is fair and does not adversely impact the rights of the individual concerned.

### SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>. We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

### BEHAVIOURAL & INTEREST BASED ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at

<http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>

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When you interact with us digitally, we and 3<sup>rd</sup> parties collect data about you online, over time and across third-party websites (such as on websites that serve our ads). This insight is used to more accurately predict your interests and offer you relevant products and services. We may also elicit information from 3<sup>rd</sup> party websites and social media where our ads are active. Data collection is active both on our websites as well as 3<sup>rd</sup> party websites that participate in these ad networks. To the extent required by applicable law, we will obtain your consent before using your information for interest-based advertising.

### OPTING OUT

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>. You can ask us or third parties to stop sending you marketing messages at any time by contacting us. However, if you opt out to receive marketing communications from us, this will not apply to personal data provided to us resulting from a product/service purchase, product/service experience or other transactions.

### COOKIES POLICIES

Our websites use cookies. We use cookies to enable certain functions of the site, for analytical purposes, to save your preferences and enable interest based advertisements. If you enable cookies in your browser this will mean that our site will remember your preferences in the future if you use the same computer. You can also choose to disable or refuse cookies, but the site may function sub optimally. For more information please consult, [www.allaboutcookies.org](http://www.allaboutcookies.org) or Network Advertising Initiative at <http://www.networkadvertising.org>.

### DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we see a *Do Not Track* signal from your browser.

### YOUR RIGHTS

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below. Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

**DATA RETENTION**

When you create an account, register your interest and / or place an order, through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information. If you request to receive no further contact from us, we will keep some basic information about you on our suppression list in order to avoid sending you unwanted materials in the future.

**CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

**CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [enquiries@chelsearocks.eu](mailto:enquiries@chelsearocks.eu) or by mail using the details provided below:

European address:

Chelsea Rocks Ltd, Lindengasse 56, Vienna, 9, 1070, Austria

UK address:

Chelsea Rocks Ltd. Hampton Street, Birmingham, B18 6EW

**APPLICABLE LAWS**

This website (excluding any links) is owned and controlled by Chelsea Rocks Ltd from its offices in the UK. By accessing this website, both you and Chelsea Rocks Ltd. agree that the statutes and laws of the UK, without regard to conflict of laws, will apply to all matters relating to use of this website. In addition, you agree to the exclusive personal jurisdiction and venue of London, UK. Visitors to this website are responsible for their own compliance with local laws regarding website use and access.

**CHANGES TO PRIVACY POLICY**

We may update this policy from time to time without notice to you, so please check it regularly. We will however aim to bring any significant changes to your attention. The privacy policy was last updated on 4<sup>st</sup> August 2018.

*End of document. 04.08.18*

