

Privacy Policy and Cookies Policy for <https://lanxshoes.com> (the "Website")

1. Who are we?

- 1.1. We are Lanx Group Limited ("we", "us" or "our"), a company registered in England and Wales under company number 10580471 and with its registered office at Mentor House, Ainsworth Street, Blackburn, Lancashire, United Kingdom, BB1 6AY.
- 1.2. We own and operate the Website (www.lanxshoes.com).
- 1.3. For the purpose of the Data Protection Act 2018 and the UK GDPR ("UK GDPR") (or any other subsequent enactment of it in the United Kingdom) (together, "Data Protection Laws"), we are the data controller in respect of any personal data that you share with us (as part of your purchase of the goods that we make available for you to buy through the Website ("Goods")), interact with our business as part of our supply chain, are a customer of ours or that we collect through the Website.
- 1.4. You can contact us at the above address or at hello@lanxshoes.com.
- 1.5. This Privacy Policy and Cookies Policy was most recently updated on 18 April 2024.

2. What does this Privacy Policy apply to?

In this Privacy Policy, references to "you" are to any person who submits data about themselves to us, including when communicating with us, engaging via our social media channels or the Website, providing goods or services to us, or in relation to the Goods that we sell. When you communicate with us or sign up to our e-newsletter, we may also ask you to provide us with information about you. This Privacy Policy applies to and sets out how we might use your information within our business.

3. What does this Privacy and Cookies Policy do?

This Privacy Policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read this Privacy Policy carefully to understand our views and practices regarding your personal data and how we will treat it.

4. Fair processing

- 4.1. We will only use your personal data in the manner set out in this Privacy Policy or as otherwise confirmed with you. We will only use your personal data in a way that is fair to you. We will only collect personal data where it is necessary for us to do so and where it is relevant to our dealings with you. We will only keep your personal data for as long as it is relevant to the purpose for which it was collected or for as long as we are required to keep it by law.
- 4.2. Other than as set out in this Privacy Policy, we will NOT sell or disclose your personal data to third parties without obtaining your prior consent unless this is necessary for the purposes set out in this Privacy Policy or unless we are required to do so by law.

5. Collection and processing of your personal data through the Website

What personal data do we collect?	How do we collect the personal data?	Why do we use the personal data?	How long do we hold the personal data for?

<ul style="list-style-type: none"> - Your title and name - Email and address contact details - Financial transaction data - Technical data about your use of our Website and applications - Profile information relate to service and work history (for some suppliers) - Photos and videos (for limited suppliers in involved content creation, modelling and marketing) 	<ul style="list-style-type: none"> - When you fill in forms available on the Website to get in touch with us, for example, when you want to receive our newsletter, or to inform us of a particular issue, or to make a complaint. - When you make payments to us, through the Website or otherwise. - When you place an order with us through the Website or otherwise to purchase the Goods. - When you enter a competition or promotion. - When you contact us in any other way for any reason. - When you or your employer supply services or goods to us (including being a model, influencer or content producer); - when you work for one of our promotional partners; - when you submit photos, videos or other content for use by Lanx, via our Website or dedicated portal. 	<p>We use the personal data you provide to us through the Website for the following purposes:</p> <ul style="list-style-type: none"> - To allow you to order and purchase the Goods and to deal with your enquiries and orders. This is necessary for the performance of the contract we have in place with you. - To provide you with billing information in relation to any Goods that you purchase from us. This is necessary for the performance of the contract we have in place with you. - To manage the Website, detect fraud or Website abuses, send you information relevant to the Website and in case we have any queries. This is in our legitimate interest. - To carry out our obligations arising from any contracts entered into between you and us. This is necessary for the performance of the contract we have in place with you. - To notify you if there are any changes to your order. This is necessary for the performance of the contract we have in place with you. - To provide customer support. This is necessary for the performance of the contract we have in place with you and in our legitimate interests. 	<ul style="list-style-type: none"> - The periods for which we keep your personal data depend on the purpose for which your information was collected and the use to which it is put. We will not keep your personal data for longer than necessary for our business purposes or for legal requirements. - We will keep personal data for as long as you receive our email newsletter or marketing emails (if you have not opted out of receiving our newsletter or marketing communications from us.) - We will keep personal data for a reasonable period after we have delivered our Goods to you in case you decide to purchase our Goods again, and may contact you about our Goods during this time if you have not opted out of receiving marketing communications from us. - If you are a supplier we will keep personal data for as long as we have a contract with you to receive goods and services, and will retain contact details after the event so that we may arrange future goods and services with you. - Some personal data will be held for 6 years from the end of your contract with us in order for us to keep transactional
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		<ul style="list-style-type: none"> - To prevent or investigate prohibited activity. This is in our legitimate interest. - To contract with you as a supplier and perform the contract with you. This is necessary for the performance of the contract we have in place with you. - To enforce our Terms and Conditions and Terms of Use. This is in our legitimate interest. - To verify information. This is in our legitimate interest. - To review, analyse and improve our products, operations and services. - To contact you if you ask us to do so, or to send you our newsletter if you ask us to do so. This is in our legitimate interest. - To market Goods to you – this is with your consent. <p>Please note- If you have previously purchased Goods from us, we may use your name, email address and telephone number to provide you with information about similar products or services we feel may interest you. It is in our legitimate interest to market products and services to you in this way. If we contact you in this way, we will tell you how you can opt-out of such communications.</p>	<p>records for audit purposes.</p> <ul style="list-style-type: none"> - After that, we will delete your personal data, except where we need to keep it for legal, regulatory or audit reasons.
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6. Making sure the personal data we hold is accurate and up-to-date
 - 6.1. You should only submit to us information which is accurate and not misleading.
 - 6.2. By submitting your or anyone else's data to us or the Website, you must ensure that you have full authority and consent to supply us with that data on their behalf and you warrant to us that you have that authority.

7. IP addresses
 - 7.1. We may collect information about your computer, which may include your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual. Please see our [Cookies Policy](#) (below) for more information.
 - 7.2. We use this data to ensure that content from the Website is presented in the most effective manner for you and for your computer.

8. Where we store your personal data
 - 8.1. All information you provide to us is stored on our secure servers. We use industry standard security and firewalls on our servers.
 - 8.2. We maintain physical, electronic and procedural safeguards in connection with the collection, storage and disclosure of your information. Our security procedures mean that we may occasionally request proof of identity before we disclose personal information to you.
 - 8.3. Unfortunately, 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 the Website; any transmission 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.

9. Security

When you make any payment to us through the Website, you must make that payment to us using your credit or debit card, or such other payment methods as we make available from time to time. Any payment transactions processed through the Website will be encrypted using Shopify Payments Powered By Stripe. We may also use third party payment processing providers to process payments that you make through the Website (such as PayPal), and each provider has its own privacy policy; we do not accept any responsibility or liability for those privacy policies. We will tell you which processor we use before you make payment, and please check those privacy policies before you submit any personal data to us.

10. Sharing personal data with third parties
 - 10.1. In providing our services, we use third parties who supply us with services or otherwise assist us in operating our business (e.g. IT support, marketing, cloud services), and who process certain personal data on our behalf. We share personal data with those third parties only to the extent it is necessary for us to provide the services, and where it is in our legitimate interest to do so. We have contracts with those third parties in which they are obligated to process personal data in compliance with Data Protection Laws.
 - 10.2. We may also share personal data with other third parties, including:
 - 10.2.1. Social media channels on which we operate;
 - 10.2.2. Klarna and other alternative payment solutions and credit providers;
 - 10.2.3. Professional advisers including lawyers, bankers, marketing agencies, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
 - 10.2.4. Credit reference agencies, law enforcement and fraud prevention agencies.
 - 10.2.5. HM Revenue & Customs, regulators and other authorities who require reporting or processing activities in certain circumstances.
 - 10.2.6. Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

11. Other websites

The Website may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

12. Marketing

We market to individuals who may be interested in our products, but will only do this with your consent or if you have previously bought Goods from us. Therefore, you will receive marketing communications from us if you have requested information from us or purchased related Goods from us and you have not opted out of receiving that marketing.

We strive to provide you with choices regarding any marketing communication and you will be able to opt out of any communications. We operate a suppression list to ensure we can manage this process, which means we keep the minimal personal data necessary to ensure we do not contact you again.

13. International transfers

We do not usually transfer your personal data outside the UK (or the EEA for as long as it has an adequacy decision from the UK Government), except for when using our marketing email communications provider Klaviyo. When making this transfer we ensure a similar degree of protection is given to your personal information, through using specific contracts approved by the UK Government and conducting an appropriate risk assessment.

14. Your rights under Data Protection Laws

14.1. If you would like to:

- 14.1.1. correct or update the personal data that we hold about you;
- 14.1.2. ask that we delete your personal data;
- 14.1.3. get a copy of the personal data that we hold about you;
- 14.1.4. access the personal data we hold about you;
- 14.1.5. restrict the uses for which we use your personal data;
- 14.1.6. transfer the personal data we hold about you to a third-party data controller;
- 14.1.7. object to our processing of your personal data for particular purposes; or
- 14.1.8. withdraw your consent to our use of your personal data (where relevant);

Please email us promptly at hello@lanxshoes.com. When you email us, please include your name and email address so that we can be sure that it is you that is contacting us and not somebody else.

14.2. You can unsubscribe from receiving marketing communications from us by emailing hello@lanxshoes.com.

15. Complaints

You can make a complaint to a supervisory authority in respect of our processing of personal data at any time. In the UK, the Information Commissioner's Office (also known as the ICO) is the supervisory authority; for information on how to contact the ICO, click [here](#).

16. Changes to our Privacy and Cookies Policy

Any changes we may make to this Privacy and Cookies Policy in the future will be posted on the Website and, where appropriate, notified to you by email. Each time you enter the Website, you agree that the Privacy and Cookies Policy current at that time shall apply to all information held by you.

17. Contact

Questions, comments and requests regarding this Privacy and Cookies Policy are welcomed and should be addressed to hello@lanxshoes.com

Cookies Policy

The Website uses cookies to provide you with the best user experience and to improve the performance of our services.

This policy provides you with information regarding what cookies we may set, and how to accept or reject those cookies.

1. What are cookies?

Cookies are simple text files that are stored on your computer or device by a website's server. Each cookie is unique to your web browser. It will contain anonymous information such as a combination of numbers and digits, a unique identifier and website domain name.

Cookies have a number of functions, including remembering your preferences, supporting users to log in to a website, analyse traffic to a website or track user browsing behaviour.

0. What types of cookies do we use?

- Strictly necessary cookies, allow us to offer you the best possible experience when accessing and navigating through our Website and using its features, products or services. These cookies enable core functionality such as security and verification and cannot be disabled. For example, these cookies let us recognise that you have created an account and logged into that account to access our products or services.
- Marketing cookies are used to track how effective advertising has been to provide users with a relevant service and to deliver future advertisements best suited to your interests.
- Functionality cookies, let us operate the site in accordance with the choices you make to create the most personalised experience. For example, we will recognise your username and remember how you customised the site during future visits.
- Analytical cookies, enable us and third-party services to collect aggregated data for statistical purposes on how our visitors use the Website. These cookies do not contain personal information such as names or email addresses and are used to help us improve your user experience of the Website and understand how users interact with our products and services.

Apart from strictly necessary cookies, We do not use cookies to collect or share any personally identifiable information without your permission, including the collection of any sensitive information, sharing data to advertising networks or sharing personally identifiable information to third parties.

0. What are 'session' and 'persistent' cookies?

Cookies that expire at the end of a browser session (normally when a user exits their browser) are called 'session cookies'. These cookies can be used for security purposes, such as when a user logs into an account and will expire when the session ends.

Persistent cookies are stored on a user's device in-between sessions and can allow user preferences or actions to be remembered across a site (or across different websites). Persistent cookies can remember user preferences and choices when using a site or be used to target advertising.

0. What are 'first-party' and 'third-party' cookies?

Whether a cookie is 'first-party' or 'third-party' refers to the website or domain placing the cookie.

First-party cookies are set by the website the user is visiting e.g. www.lanxshoes.com)

Third-party cookies are set by a domain other than the one the user is visiting. This usually occurs when the website incorporates elements from other sites, such as images, social media plug-ins or advertising. When the browser or other software fetches these elements from the other sites, they can set cookies also.

This Website uses both 'first-party' and 'third-party' cookies. For information regarding our third parties, please see our Privacy Policy.

0. How to manage your cookie preferences

Except for strictly necessary cookies which are essential for the functionality of the Website, you can choose to accept or decline cookies. You can provide your consent to the use of non-necessary cookies by opting in when you first visit the site, and further manage or withdraw your permissions via our third party cookies manager [air.inc](#). Further details on the current cookies we use are available within the cookies manager on our Website(s).

You can also use your web browser to manage cookies, including to:

- Delete all cookies
- Block all cookies
- Allow all cookies
- Block 'third-party' cookies (cookies set by domains other than the one you are visiting)
- Clear all cookies when you close the browser

Further information regarding how to manage cookies using your web browser can be found at the following links:

[Microsoft Edge](#)

[Google Chrome](#)

[Apple Safari](#)

[Firefox](#)

Please note:

- Many of the interactive functions offered by the Website are dependent on cookies. Disabling or blocking cookies on your browser may impact the functionality of the Website, or result in an inferior user experience.