

LANX

Privacy 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 registered office at Mentor House, Ainsworth Street, Blackburn, Lancashire, United Kingdom, BB1 6AY.
- 1.2. We own and operate the Website.
- 1.3. For the purpose of the Data Protection Act 1998 and the General Data Protection Regulation (Regulation EU 2016/679) ("**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**")), or that we collect through the Website.
- 1.4. You can contact us at the above address, or at hello@lanxshoes.com.

2. What does this Privacy and Cookies Policy apply to?

In this Privacy and Cookies Policy, references to "**you**" are to any person who submits data to us or the Website about him/herself or about any living individual in relation to use of the Website or the Goods that we make available. When you access the Website or sign up to our newsletter, we may ask you to provide us with information about you. This Privacy and Cookies Policy applies to and sets out how we might use that information.

3. What does this Privacy and Cookies Policy do?

This Privacy and Cookies Policy (together with our [Terms and Conditions](#), [Terms of Use](#), and any other documents referred to in them) 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 and Cookies 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 and Cookies Policy. 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 and Cookies Policy, we shall 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 and Cookies 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?
Your title and name	- When you fill in forms available on the Website to get in touch with us, for	We use the personal data you provide to us through the Website for the following	The periods for which we keep your personal data depend on the purpose for which your

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	<p>example, when you want to receive our newsletter, or to inform us of a particular issue, or to make a complaint.</p> <ul style="list-style-type: none"> - 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. 	<p>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. 	<p>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.</p> <p>We will keep personal data for as long as we have a contract with you to provide the Goods to you, or for as long as you receive our newsletter (if you have not opted out of receiving our newsletter or marketing communications from us.)</p>
Your address	<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. 	<ul style="list-style-type: none"> - 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 	<p>We will keep personal data for a reasonable period after we have fulfilled your contract with us 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.</p> <p>Some personal data will be held for 6 years from the end of your contract with us in order for us to keep transactional records for audit purposes.</p> <p>After that, we will delete your personal data, except where we need to keep it for legal, regulatory or</p>
Your email	<ul style="list-style-type: none"> - When you fill in 		

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address	<p>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.</p> <ul style="list-style-type: none"> - 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. 	<p>performance of the contract we have in place with you.</p> <ul style="list-style-type: none"> - To prevent or investigate prohibited activity. This is in our legitimate interest. - 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 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. 	audit reasons.
Your contact telephone number(s)	<p>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.</p> <ul style="list-style-type: none"> - 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 	<p>We may use your name, email address and telephone number to provide you with information about 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>	

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	any reason.		
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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 or the Website 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, including where available 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.
- 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. We hold this data for 6 months.

8. Cookies

- 8.1. The Website uses cookies. Cookies are tiny text files which identify your computer to our server as a unique user when you visit certain pages on the Website and they are stored by your Internet browser on your computer's hard drive. Cookies can be used to recognise your Internet Protocol address, saving you time while you are on the Website.
- 8.2. We only use cookies for your convenience in using the Website and not for obtaining or using any other information about you (for example targeted advertising). Your browser can be set to not accept cookies, but this would restrict your use of the Website.
- 8.3. If you want to find out more information about cookies, go to <http://www.allaboutcookies.org> or to find out about removing them from your browser, go to <http://www.allaboutcookies.org/manage-cookies/index.html>
- 8.4. Please note that we collect data from the Website about use of the Website using a web analysis tool which uses cookies that are (able to be) used to generate pseudonyms for a user's profile. This means that use cookies (which may be stored on your computer after you leave the Website) can store information about your visit.
- 8.5. Please also note that our suppliers and partners may also use cookies, over which we have no control.
- 8.6. The Website uses the following cookies:

Name	Expiration date	Purpose

9. Where we store your personal data

- 9.1. All information you provide to us is stored on our secure servers. We use industry standard security and firewalls on our servers.

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- 9.2. 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.
- 9.3. 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.

10. 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.

11. Sharing personal data with third parties

- 11.1. We may transfer our databases containing your personal information if we sell our business or part of it to an actual or potential purchaser. This is in our legitimate interest.
- 11.2. In providing our services, we use third parties which assist us in operating our business, and which 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. All third parties are based in [the United Kingdom].

12. 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.

13. Klarna

In order to be able to offer you Klarna's payment options, we will pass to Klarna certain of your personal information, such as contact and order details, in order for Klarna to assess whether you qualify for their payment options and to tailor the payment options for you.

General information on Klarna you can find [here](#). Your personal data is handled in accordance with applicable data protection law and in accordance with the information in [Klarna's privacy policy](#).

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;

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- 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

This Privacy and Cookies Policy was most recently updated on 11.05.2018