

Privacy policy Newbiestore

It is important for us to handle your personal data with great respect. To protect your personal data, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed. Information systems and software programs are configured so that personal and identification data are used only when necessary to achieve the specific processing purpose from time to time sought.

This privacy policy explains how we collect and use your personal information. It also describes your rights and how you can make them happen.

It is important that you read and understand the privacy policy and feel safe in our treatment of your personal data. You are always welcome to contact us for any questions. By visiting our website you are accepting and consenting to the practices described in this policy.

What is a personal data and what is a processing of personal data?

Personal data is any information that may be directly or indirectly attributed to a physical person. Images and sound recordings that are processed in the computer can be personal data even though no names are mentioned. Encrypted data and different types of electronic identities (eg IP number) are personal data if they can be linked to natural persons.

Processing of personal data is all that happens with personal data. Each action which involves personal data is a 'process', regardless of whether it is performed automated or not. Example of common 'processes' are gathering, registration, organization, structuring, storage, processing, transmission and deletion.

Who is responsible for the personal data that we are collecting?

Newbie by Kappahl Limited a company registered in England and Wales. Our company registration number is 10811237 and our registered office is at St James House, 13 Kensington Square, London W8 5HD, United Kingdom. Our registered VAT number is number 275 0511 19. For the purpose of the Data Protection Act 1998 (Act), the data controller is Newbie by Kappahl Limited.

What personal data do we collect about you as a customer and for what purpose (why)?

Online purchase:

Purpose	Processes preformed	Categories of personal data
In order to process an online purchase	<ol style="list-style-type: none"> 1. Secure safe delivery of the right items to the right person and adress in collaboration with our distribution partners. 2. Communication with customer before and after the prurchase (order & delivery notifications) 3. Process payment, which includes analysis of the payment providers in purpose to secure payment and prevent fraud. 4. Handle legal guarantee errands 	<ol style="list-style-type: none"> 1. Name 2. Delivery address 3. Billing address 4. Phonenumber 5. Email 6. Order summery (items bought, amount spend) 7. Choice of payment gateway 8. Transaction ID
<p>Legal ground: <i>Performance of a contract.</i> This collection of your personal information is required to be able to fulfill our obligations under the purchase agreement. If the information is not provided, our commitments can not be fulfilled and we are therefore forced to refuse your purchase.</p>		
<p>Storage limitation: We save data as long as the store is open for business or as longest for six years (based on the date of your latest integration with us) due to the legal guarantee. We can clean out all data before 6 years upon the request of a customer when they ask to be "forgotten"</p>		

Return process:

Purpose	Processes preformed	Categories of personal data
To be able to provide our customer with an excellent return process	<ol style="list-style-type: none"> 1. Customer fill in a return information lable ehere they state what items to return and why 2. To be able to give the customer a free of charge return process customer needs to use a portal where they create their own return lable. Portal is provided by the distributor Newbie work with. 3. Communication with customer when the return process is done and we refund the money. 	<ol style="list-style-type: none"> 1. Name 2. Address 3. Order number 4. Email 5. Items to return 6. Reason for returning 7. Amount to get refunded
<p>Legal ground: <i>Performance of a contract.</i> This collection of your personal information is required to be able to fulfill our obligations under the return process. If the information is not provided, our commitments can not be fulfilled and we can not process your return. This is a part of our legal contract with our customers.</p>		
<p>Storage limitation: We save data as long as the store is open for business or as longest for six years (based on the date of your latest integration with us) due to the legal guarantee. We can clean out all data before 6 years upon the request of a customer when they ask to be "forgotten"</p>		

Customer service:

Purpose	Processes preformed	Categories of personal data
Our customer service team need to be able to give help and answers to questions.	<ol style="list-style-type: none"> 1. Communication and Response of any questions to customer service (via phone or in digital channels, including Social Media). 2. Identification 3. Examination of possible complaints and support cases (including Tech Support). 	<ol style="list-style-type: none"> 1. Name 2. Order history 3. Email 4. Address (home & billing address) 6. Correspondence
<p>Legal ground: <i>Legitimate interest.</i> The process is necessary to accommodate ours and yours legitimate interest in dealing with customer service matters.</p>		
<p>Storage limitation: We save data as long as the store is open for business or as longest for six years (based on the date of your latest integration with us) due to the legal guarantee. We can clean out all data before 6 years upon the request of a customer when they ask to be "forgotten"</p>		

Newbie Klubb

Purpose	Processes performed	Categories of personal data
In order to get more personalized content, exclusive offers and VIP invites, customer can choose to join our Newbie Klubb.	<ol style="list-style-type: none"> 1. First hand information about eksklusiv sales in emails. 2. Early access to new products or first hand information through email. 3. Sending postal VIP invitation when we are hosting a VIP event. 4. Giving customers personalized birthday gift recommendations in our emails. 5. Provide customers with more personalised and accurate content in our communications. 	<ol style="list-style-type: none"> 1. Name 2. Address 3. Email 4. Little ones day of birth 5. Little ones name
<p>Legal ground: <i>Performance of a contract</i>. The information is required to be able to send personalized and relevant offers, give extra value and to inspire, guide and help. Most of the information is provided by the customer himself and should not normally be perceived as controversial or difficult to justify why it is needed. The treatment itself is completely voluntary and is made by a customer who believes that the Newbie klubb will give the customer extra value.</p>		
<p>Storage limitation: We only store your personal data as long as you are a Klubb member. The day you decide to leave our Klubb we will take action and start the deletion process in our system. You have the right to end your klubb-membership at no cost and at any time you like just by contacting our customer service team. If you have been inactive for 36 months we may remove you as a member.</p>		

Newsletter subscribers:

Purpose	Processes performed	Categories of personal data
To be able to communicate to newsletter subscribers with latest news, invites to special events, offers and more.	<ol style="list-style-type: none"> 1. Communication to subscribers through email 	<ol style="list-style-type: none"> 2. Email
<p>Legal ground: <i>Based on consent</i>. The processes is necessary to be able to keep our promise to our customers; give them information about latest news, invites and special offers. The processes is completely voluntary and is taken place only when a customer choose to become a subscriber.</p>		
<p>Storage limitation: We save data as long as the customer choose to stay as a subscriber. Have the customer been inactive for 36 months we may remove the customer from our subscription list.</p>		

Analytics:

Purpose	Processes performed	Categories of personal data
To be able to evaluate, develop and improve our services & products for existing and future.	<ol style="list-style-type: none"> 1. Fraud analysis to offer a secure payment gateway and to prevent fraud. 2. Supporting our strategical plan for new business locations 3. For development and improvement of our assortment 4. Analysis of conversions, open rates and click rates to understand what offers to provide and what items to highlight in order to be more relevant to our customers. <p><i>Please note:</i> This analysis is based on the data we collect (eg purchase history, age and gender) and you are sorted into a customer group (so-called customer segments). The analysis is then done at an aggregated level with the help of unidentified or pseudonymized data, without anyone connection to you as an individual.</p>	<ol style="list-style-type: none"> 1. Where you live 2. Correspondence and feedback regarding our services and products. 3. Buy and user-generated data (e.g., click and visit history). 4. Technical data relating to devices used and its settings (such as language setting, IP address, browser settings, time zone, operating system, screen resolution and platform). 5. On site visits: such as what pages were visited, response times, download errors, how you reach and leave the service etc. 6. Gender
<p>Legal ground: <i>Legitimate interest</i>. The processes is necessary to satisfy ours and our customers legitimate interest in evaluating, developing and improving our services, products and systems.</p>		
<p>Storage limitation: We save data as long as the store is open for business or as longest for six years (based on the date of your latest integration with us) due to the legal guarantee. We can clean out all data before 6 years upon the request of a customer when they ask to be "forgotten"</p>		

Shopping experience:

Purpose	Processes performed	Categories of personal data
Give our existing and future customer a greater value by integrating with the brand. For existing customers it means a faster checkout process. For our future customers it means they can get more information of our products.	<ol style="list-style-type: none"> 1. Giving customers who has ordered online the opportunity to share their experience with the brand by leaving product reviews. 2. Giving customers the possibility to mark items as "favorites" in a wishlist that could be sent to her/himself or friends for a easier future checkout. 3. Giving customers the possibility to create a personal account which enables full view of order history, current order status and makes checkout process faster. 4. Makes it easier for the customer to pick up the checkout process where they left it, in case they got interrupted during the order process. 5. Give customers the opportunity to be notified when a sold out item is back in stock or when an incoming item is in stock. 	<ol style="list-style-type: none"> 1. Email 2. shoppingcart/desired items 3. Name 4. Order number 5. Address
<p>Legal ground: <i>Based on consent.</i> The processes is necessary to be able to give our customers a greater value and extending their relationship with our brand. The processes are completely voluntary and is taken place only when a customer choose to activate the particular service.</p>		
<p>Storage limitation: We save data as long as the store is open for business or as longest for six years (based on the date of your latest integration with us) due to the legal guarantee. We can clean out all data before 6 years upon the request of a customer when they ask to be "forgotten"</p>		

From where do we collect your personal data?

From you and from our payment gateways in order to know if an payment is ok and we can start fulfilling your order.

Who can we share your personal information with?

Personal data will not be shared with third parties, natural persons or legal entities, that are unrelated to, or that do not perform a business, professional or technical function for Newbie. Following partners are we sharing your data with:

- Payment gateways
- Our distribution partner
- Marketing (print and distribution, social media, media agencies or advertising agencies).
- IT services (companies that handle necessary operations, technical support and maintenance of our IT solutions)
- Our online platform
- To make suggestions and recommendations to you and other users of our website about goods or services that may interest you or them.

We will disclose your personal information to third parties if following events occur:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- If we or substantially all of our assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.

- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of service, policies and other agreements; or to protect our rights, property, safety or safety of our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Your personal data will not be disclosed to third parties for their own marketing purposes. If you at any time find that we do not process your personal data as we promise in our policy, you are entitled to complain to ICO (<https://ico.org.uk/>)

Where do we process your personal information?

Our store is hosted on Shopify Inc (Shopify). Shopify provide us with the online e-commerce platform that allows us to sell our products and services to you. Personal data collected through the Site will be processed and stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall and is protected by a DPA and privacy shield.

Shopify host our store on the behalf of Newbie Ltd by KappAhl (registration number is 10811237 and our registered office is at St James House, 13 Kensington Square, London W8 5HD, United Kingdom. Our registered VAT number is number 275 0511 19).

How long do we save your personal information?

We will never save your personal information longer than is necessary for each purpose. See more about the specific storage periods for each purpose stated above.

Your rights as registered

Register extract: We are always transparent about how we treat your personal information. If you want a deeper insight into what personal data we may hold about you, you can request access to the information. Please note that if we receive a request for access, we may ask for additional information to ensure the efficient handling of your request and that the information is provided to the right person.

If you have questions about register extract, please contact our customer service team: customercare@newbiestore.com or by phone: +44 (0)7523512465.

Right to rectification and deletion of your personal data: You are entitled to access information regarding the content of the personal data we process, and you are entitled to request a correction if any information is found to be inaccurate. Please note that if you have an account or is a member of our newbie Klubb you can change some of your data directly on our website

If you would like to access your registry data more than once a year, we charge a small administrative fee. Under certain circumstances, you may have personal data deleted, for example, if you have not given your consent or you have withdrawn your consent.

Keep in mind that we may have the right to deny your request if there are legal obligations that prevent us from immediately delete certain personal data. These obligations derive from accounting and tax legislation, banking and money laundering legislation, but also from consumer law. It may also be necessary for the treatment to be established, enforced or defend legal claims.

If you have questions about your right to rectification and deletion of your personal data, please contact our customer service team: customercare@newbiestore.com or by phone: +44 (0)7523512465.

Right to restriction: You are entitled to request limited processing of your personal data. If you claim that the personal information we process is incorrect, you may request limited treatment during the time we need to check whether the personal data are correct or not.

If you have questions about your right of restriction, please contact our customer service team: customercare@newbiestore.com or by phone: +44 (0)7523512465.

Right to object to certain types of treatment and direct marketing: You are always entitled to avoid direct marketing and to object to all processing of personal data based on a balance of interest. For example you always have the right to end your newsletter subscription whenever you want. Just contact us or click on the unsubscribe link in the end of the newsletter.

Our email may, from time to time, contain links to websites of our partner networks, advertisers 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. Should you subscribe to a third party website or newsletter, then you will have given your consent independently. We will not share your personal details with any third party company.

If you have questions about your right to object, please contact our customer service team: customercare@newbiestore.com or by phone: +44 (0)7523512465.

Legitimate interest: In cases where we use a legitimate interest as a legal ground for a process, you have the right to object to the treatment of personal data. In order to continue processing your personal data after such an objection, we need to show a compelling legitimate reason for the current treatment, which weighs heavier than your interests, rights or freedoms. Otherwise, we can only process the data to determine, exercise or defend legal claims.

If you have questions about your legitimate interest, please contact our customer service team: customercare@newbiestore.com or by phone: +44 (0)7523512465.

Right to data portability: Whether our right to process your personal data is based on your consent or performance of an agreement, you are entitled to request the information related to you transferred to another part responsible for data (also called as data portability).

If you have questions about data portability, please contact our customer service team: customercare@newbiestore.com or by phone: +44 (0)7523512465.

Cookie policy

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our website. Below is a list of cookies that we use and you can choose if you want to opt-out of cookies or not:

- `_session_id`, unique token, sessional, allows Shopify to store information about your session (referrer, landing page, etc).
- `_shopify_visit`, no data held, persistent for 30 minutes from the last visit, used by our website provider's internal stats tracker to record the number of visits.
- `_shopify_uniq`, no data held, expires midnight (relative to the visitor) of the next day, counts the number of visits to a store by a single customer.
- `_cart`, unique token, persistent for two weeks, stores information about the contents of your cart.
- `_secure_session_id`, unique token, sessional.
- `_storefront_digest`, unique token, indefinite, if the shop has a password, this is used to determine if the current visitor has access.

What is a cookie?

When you visit `newbiestore.com`, cookies are stored on your computer. A cookie is a small text file stored in your browser to recognise your computer on subsequent visits. No personal information is stored in our cookies.

Almost all websites use cookies. They are located on your computer to help you, which helps analyse how the website is used so that the user experience can be improved. In many cases, cookies may be necessary to provide a particular service on the website.

The information in your cookies is sent between your browser and a web server and includes information on user settings, login and how the website is being used.

How to opt-out of cookies

If you do not want to receive cookies, you can either block all cookies, delete existing cookies from your computer or receive a warning before saving cookies.

A change to cookie settings may cause a degraded user experience when visiting our and other websites. You should also be aware that if you do not accept cookies, there may be functions on `newbiestore.com` that do not work

Firefox

To delete cookies, go to Tools -> Options -> Privacy -> and remove individual cookies or clear your history.

To block cookies, go to Tools -> Options -> Privacy -> in drop-down menu under History select "Use custom settings for history" -> tick "Always use private browsing mode" and uncheck "Accept cookies from pages".

Internet Explorer

To delete cookies, go to Tools -> Internet Options -> General tab -> Click Delete -> Cookies-> Delete.

To block cookies, go to Tools -> Internet Options -> Privacy -> Move slider to the top. This is how you block all cookies. -> Click OK.

Google Chrome

To delete cookies click on the Tools button -> Tools -> Clear browsing data -> Delete cookies and other site data -> Clear browsing data.

To block cookies, click on the Tools button -> Settings -> Show Advanced Options -> Content Settings -> Click "Block all sites from storing data" and tick the "Block third-party cookies and site data" -> Ok

Safari

To delete cookies click on the Tools button -> Settings -> Security -> Click on "Show Cookies". Here you can either delete cookies from a single domain or remove all cookies.

To block cookies, click on the toolbar button -> Settings -> Security -> Under "Accept Cookies" select "never".

Why are we using cookies?

To determine who visits our websites, we use cookies to create demographic and user-related statistics. This gives us the opportunity to customise and create content and services that match your and other users' interests and desires. Below are the purposes for which cookies are used at newbiestore.com

Third-party cookies

Newbiestore.com uses a variety of third party services on our pages. These services also sometimes use cookies. We work together with companies to enhance our online marketing to ensure you only are exposed to relevant ads. For example, in this context we use the following suppliers: Facebook and Google. You can choose to reject third-party cookies in your browser by following this link: <https://www.youronlinechoices.com/uk/your-ad-choices>.

Third-party cookies is also used to gather statistics on your visits to newbiestore.com; here we use cookies, for example, to know which sites you visit and how long you spend on them. Here we use the

system Google Analytics provided by Google. Keep in mind that these cookies is based on anonymous IP addresses.

You can opt out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Functionality

At Newbiestore.com a number of technical cookies are in place that is necessary for handling the functionality in several areas at newbiestore.com. These are the cookies that are stored when you log into newbiestore.com. and cookies stored to keep track of the contents of your shopping cart, favourites etc.

Contact

We take data protection very seriously and if you have any questions in these matters you can always reach out to our customer service team at customercare@newbiestore.com or give us a call: +44 (0)7523512465

We reserve the right to amend these policys at any time. All amendments to these policys will be posted online. However, continued use of the site will be deemed to constitute acceptance of the new policys.

These policys shall be governed by the laws of England and Wales. Any dispute, claim or controversy arising or relating to these Terms and Conditions or membership in the Newbie Klubb shall be resolved by the applicable courts in the United Kingdom.

If you at any time find that we do not process your personal data as we promise in our policy, you are entitled to complain to <https://ico.org.uk/>