This Privacy Notice applies to personal data Emerald collects through this website. Below are highlights of our personal data handling practices.

Privacy Notice Highlights

**1. Information We Collect**  
We collect your information from the following sources:  
(i) information you give us when you fill out forms, such as customer service enquiries and surveys;  
( iii) information that we collect automatically when you visit our website, such as information about your browser settings and other information collected through cookies.

**2. How We Use and Disclose Your Information**  
We use your information to provide products and services and to manage our business operations. For example, we use your information in order to fill your orders, answer your enquiries, authenticate you when you sign into online services, prevent loss and fraud, and analyze our business operations and website performance.

**3. Your Rights**  
You may also choose to withhold your consent from use of your information by Emerald for any marketing purposes. We may, however, retain information about your previous transactions for audit purposes, to ensure the integrity of our data and to fulfil legal requirements.

**4. How to Contact Us**  
If you have a privacy question or concern, please or send an email to: antony@emerald-design.co.uk

Detailed Privacy Notice

**5. Effective Date and Scope**  
This Privacy Notice is effective as of November 1, 2020.  
This Privacy Notice governs our practices with respect to personal data we collect through [www.emerald-design.co.uk](http://www.emerald-design.co.uk) and all affiliated products and websites and applications.

**6. What Personal Information Might We Collect?**  
Personal information is information that identifies you or could be combined by us or our service providers and affiliates with other information to identify you. This information may include your name and surname, e-mail address, your business address, your telephone number, location data, internet protocol (IP) address, a cookie ID, and other similar information when associated with you.

We collect personal information from you when you create an account, make a purchase, communicate with us using our web forms to make a request or ask a question, submit a review, take a survey or otherwise submit personal information to us with your communication. For example, we will request your full name and other identifying information to process a support ticket when you submit a support request through our website. We will also ask you for contact information in order to either issue out your product or deal with your request.

**7. How Do We Use Your Personal Information?**  
We use your information to provide products and services and to manage our business operations. Some examples include:  
(i) to register your account;  
(ii) to authenticate you when you log into your account;  
(iii) to process and fulfill your requests for products and services;  
(iv) to communicate with you about your requests;  
(v) to communicate with you regarding customer service issues and any product recalls or warranty service; and  
(vi) to protect the security or integrity of our websites and our business.  
  
We retain your information for as long as necessary to fulfill the purposes for which we collected the information or as required by law. We maintain a records retention and destruction process to destroy information when it is no longer needed or required.

**8. Monitoring and Recording Communications**  
Emerald may monitor and record communications with you (such as emails) for the purpose of service standards assurance, training, fraud prevention and compliance.

**9. Cookies**  
When you use Emerald’s website we may gather information about you through Internet access logs, cookies and other technical means. ‘Cookies’ are text files placed on your computer to collect Internet log information and user behaviour information. These are used to track website usage and monitor website activity and for other data processing reasons set out below.  
  
For example, we may monitor how many times you visit the Emerald website, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider. This information helps us to build a profile of our users. This data will be aggregated, which means that we will not be able to identify you individually.  
  
Some of the cookies we use are essential for parts of the site to operate and have already been set. You may delete and block all cookies from this site, but parts of the site will not work.

**10. Personalized Offers and Web Analytics**  
We may also automatically collect information when you visit our website in order to customize your experience. For example, we may collect information about what site referred you to our website, your browser type, operating system type and version, language, and your Internet Protocol (“IP”) address. We may also collect information about how you browse through our website, including logging the pages you visit and the amount of time you spend on certain pages. We use this information for a number of technical purposes to ensure that our pages load correctly in your browser, as well as to personalize our offers to you.

**11. Do We Disclose Your Personal Information to Others?**  
We never disclose your personal information to others.

**12. Law Enforcement Requests**  
We will disclose personal information without your knowledge or consent if we receive an order, subpoena, warrant or other legal requirement issued by a court, tribunal, regulator or other person with jurisdiction to compel disclosure of your personal information. If we receive a request from a police officer or other law enforcement agency for access to your personal information in the course of an actual or potential investigation, our policy is to require the police officer or law enforcement agency to obtain an order, subpoena or warrant, unless the information is urgently required to prevent serious bodily injury or serious damage to personal property. If we receive a written request from a police officer or other law enforcement agency with authority to request access to your personal information in the course of an actual or potential investigation into a breach of a law, our policy is to provide the requested information.

**13. Keeping Data Secure**  
Emerald will use technical and organizational measures to safeguard your personal data.   
  
While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet.

**14. Storage Outside of EU**  
Your personal information will be stored within EU area.

**15. Retention of Personal Data**  
Emerald retains personal data for as long as necessary to provide the products, services, and fulfill the transactions you have requested, or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing our agreements. Because these needs can vary for different data types in the context of different products, actual retention periods can vary significantly.

**16. What Rights Do You Have?**  
i) Right to Access Your Information  
You can request a copy of your information which we hold. If you would like a copy of some or all of your information in a structured, commonly used and machine-readable format, please:  
• email or write to us   
• provide proof of your identity, and  
• identify the information you want a copy of, including any account or reference numbers, if you have them  
  
ii) Right to Modify Your information  
You can require us to correct any mistakes in your information which we hold free of charge.

The [General Data Protection Regulation](http://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=EN) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred.

**17. How Do We Protect Your Personal Information?**  
We take administrative, technical and physical measures to safeguard your personal information against unauthorized access, unauthorized disclosure, theft and misuse. This includes limiting access of employees to, and the use of, your personal information through the use of passwords and graduated levels of clearance to those who have a genuine business need to know it. Those processing your information will do so only in an authorized manner and are subject to a duty of confidentiality. We do not publish all of our security measures online because this may reduce their effectiveness. We take physical precautions to ensure that the computer servers on which your personal information is stored and archived are secure and that access to such servers is protected. We educate our employees with respect to their obligations to protect your personal information and we require our affiliates and any third-party service providers to take comparable steps to ensure the protection of any of your personal information that is shared with them.  
  
We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

Although we take precautions against possible breaches of our security systems, no company can fully eliminate the risks of unauthorized access to your personal information and no website is completely secure. We cannot guarantee that unauthorized access, hacking, data loss or breaches of our security systems will never occur. Accordingly, you should not transmit personal information to us using our website if you consider that information to be sensitive.

**18. Links to Third-Party Websites and Social Network Plug-Ins**  
You may be able to access third-party websites through links available on our websites. You may also connect to social networks such as Facebook, LinkedIn, Twitter, and YouTube. These links are provided for your convenience. We do not have any control over those third-party websites and we do not provide any guarantee that the privacy practices of the hosts of those websites meet our standards. Your use of such third-party websites is at your own risk and will be governed by the privacy policies of those websites and not by this Privacy Notice. Do not transmit personal information using those websites without reading the privacy policies governing those websites.

**19. Changes to the Privacy Notice**  
We may change this privacy notice from time to time. You should check this notice occasionally to ensure you are aware of the most recent version that will apply each time you access this website.