

Privacy Policy

Why Not Fix Ltd respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data when you visit our website and inform you about your privacy rights.

Contact Us
Personal Data We Collect
Failure to Provide Personal Data
How We Collect Your Personal Data
How We May Use Your Personal Data
Our Legal Grounds for Using Your Personal Data
Marketing
Sharing Your Personal Data
Your Rights
International Data Transfers
Cookies
Data Security
Data Retention
Third Party Links
Change to our Privacy Policy

1. Contact Us

Why Not Fix Ltd is the controller and responsible for your personal data. If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact us in the following way:

Email address: info@whynotfix.co.uk

2. Personal Data We Collect

The specific categories of personal data we may collect from you will depend on your relationship with us. Personal data means any information about you from which you can be identified. We collect, use, store and transfer the following kinds of personal data about you:

- **Identification data:** data that allows us to identify you, such as name, date of birth or gender.
- **Contact data:** such as billing addresses, telephone numbers, email addresses, and/or emergency contact data.
- **Device data:** including device, passcode/password. We record the information provided to us to maintain a record of repairs carried out on your devices. This is helpful if you come back to us for future repairs on the same device.
- **Contract-related data:** data contained in any contract you have with us, including its terms and conditions.
- **Communication data:** such as the contents of email and letter correspondence, business documents, and/or online chat content.
- **Transactional data:** such as information about past transactions between you and us, including the products and/or services we have provided to you and the information necessary for us to enter into a contract with you.
- **Website data:** data relating to your use of our websites, including your IP address, time spent on our websites, websites you have come from and go to, click-through rates and other online behaviour.

- **Marketing data:** this includes your preferences in receiving marketing from us.

We do not collect any “special categories of personal data” about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

3. Failure to Provide Personal Data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that information when requested, we may be unable to carry out the commercial relationship with you. In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

4. How We Collect Your Personal Data

Data you directly provide to us. We collect the information that you enter on our website, when you place an order, request marketing be sent to you, give us feedback, otherwise interact with us, or that you provide in any other manner such as by post, telephone, email or otherwise.

Data that we automatically collect from you. We automatically collect certain types of information when you visit and interact with us on our website. This information may include IP address, location, email address, the browser you used to visit our website, time and duration of your connection. The information we receive will depend on your browser or device settings.

Cookies and similar technologies. We also collect personal data by using cookies and other similar technologies, to understand and save your preferences for future visits, and to compile aggregate data about website traffic and website interaction. Please see our cookie policy for further details.

5. How We May Use Your Personal Data

We may collect and use your personal data:

- to respond to your queries and communicate with you;
- to provide you with information about us and our products and services (i.e. marketing);
- to process and deliver your orders;
- to administer and manage our business (for example, in connection with the payment of invoices, billing, reconciliation or other financial or accounting function, to prevent fraud and ensure the safety and security of our systems and procedures);
- to understand traffic to our website and improve our website’s functionality, content, usability and security;
- to manage our relationship with you (including asking you to provide us with feedback, notifying you about changes to our terms and conditions, in connection with any agreement we have with you, or our Privacy Policy);
- to improve our products and services.
- to improve our marketing and promotional efforts.
- to comply with our legal obligations.

- for any other purpose identified in an applicable privacy policy, click-through agreement or other agreement between you and us.

6. Our Legal Grounds for Using Your Personal Data

We rely on the following legal grounds for the collection, processing and use of your personal data:

- Performance of a contract with you or to take steps at your request prior to entering a contract with you.
- Compliance with our legal obligations.
- Our legitimate interests, which include:
 - Product/service development and quality management;
 - Supply chain management;
 - Marketing our products and services;
 - Customer relationship management;
 - Prevention of fraud and corruption, misuse of our IT systems and money laundering;
 - Physical security and IT and network security;
 - Managing our business effectively and efficiently.
- Consent, as permitted by applicable law – we only rely on consent as a legal ground for processing your personal data in connection with our marketing activities and initiatives.

Please note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data.

We will only process your personal data on the grounds and for the purposes set out above, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original grounds and purposes. If we need to use your personal data for an unrelated purpose, we will notify you and will explain the legal basis which allows us to do so.

7. Marketing

You will receive marketing communications from us if you have requested information from us, purchased products from us and you have not opted out of receiving that marketing, or otherwise consented to receive marketing. You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.

8. Sharing Your Personal Data

Except as described below or in any of our other applicable privacy policies, we will not provide any of your personal data to any third parties without your specific consent.

We share your personal data with the following categories of recipient:

- **With group companies and affiliates.** We share the information we collect about

you with companies that are in the same group of companies with us, for example, to assist us in delivering your orders or effectively run our IT systems.

- **With our service providers.** We share information with third party service providers that perform services for us in connection with the processing or servicing of your orders, providing IT and system administration services to us or with third parties that perform marketing or other services on our behalf.
- **Professional advisers.** We share your information with our lawyers, bankers, auditors, insurers or other professional adviser as is necessary to run and protect our business and to comply with our legal obligations.
- **Third parties as permitted or required by law.** We may disclose your information to tax authorities (for example, HMRC), regulators, law enforcement and court authorities and credit bureaus. This may be in order to comply with a legal obligation, including responding to a court order, to prevent fraud, to comply with an inquiry by a government agency or other regulator, to address security or technical issues, to respond to an emergency, or as necessary for other legal purposes.
- **Third parties as part of business transitions.** We may disclose your information to a successor organization in relation to an ongoing or proposed business transaction such as a transfer of the ownership or operations of us or any company in its group to another organization, or if we merge with or are acquired by another organization, or if we liquidate our assets.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

9. Your Rights

Subject to any applicable exceptions and in certain circumstances, you have rights to:

- where we rely on your consent for processing your personal data, withdraw your consent at any time;
- access your personal data;
- receive or ask that we provide you with (or transfer to a third party) your personal data in a structured, commonly used and machine readable format;
- request us not to process your personal data for marketing purposes and object to processing where we rely on our legitimate interests;
- request us to rectify any inaccurate personal data that we may hold;
- request us to erase personal data where: (a) it is no longer necessary for us to hold such personal data, (b) you no longer consent to the processing of your personal data (providing we rely on your consent for processing), (c) your personal data has been unlawfully processed, or (d) we are otherwise required by law to erase your personal data;
- make a complaint to the national data protection authority in the country where you are based, which for the UK is the Information Commissioner's Office (www.ico.org.uk). We would, however, appreciate the chance to deal with your

concerns before you approach any authority, so please contact us in the first instance.

You may contact us at any time to exercise any of the rights which apply to you. You will not have to pay a fee to exercise your rights. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances. We may need to request specific information from you to help us confirm your identity.

10. International Data Transfers

We may transfer your personal data outside the European Economic Area ("EEA"), for example, to some of our service providers. With respect to transfers from the EEA to non-EEA countries, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in the EEA.
- Where we use providers based in the US, we may transfer information to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data in the EEA.

11. Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our website may become inaccessible or not function properly.

12. Data Security

We implement appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

13. Data Retention

We store your personal data for as long as is necessary for the purpose(s) for which we collected it and in accordance with applicable law and our legitimate business interests.

When assessing the data retention period, we take into account the amount, nature and sensitivity of your personal data, the potential risk of harm from unauthorized use or disclosure of the data, the purposes for which we process the data and whether we can achieve those purposes through other means, and the applicable legal requirements. If we are required to retain your personal data by law, we will continue to implement appropriate measures to safeguard its confidentiality.

14. Third Party Links

Our website may contain links to external websites. We are not responsible for the privacy policies, practices or content of third-party websites. Any information you provide to third parties on their websites is covered under their privacy and data collection policies and is not covered by this Privacy Policy. We encourage you to review the privacy policy of any website you visit before using the website or submitting your information.

15. Changes to our Privacy Policy

We reserve the right to make changes to this Privacy Policy at any time without notice and it is your responsibility to revisit this page from time to time to re-read this policy including any and each time you visit our website.