



Price Western Privacy Policy

We understand that your privacy and the security of your personal information is extremely important. This notice sets out what we do with your personal information, what we do to keep it secure, from where and how we collect it, as well as your rights in relation to the personal information we hold about you.

This policy applies if you interact with us through our stores, over the phone, online, via email, through our mobile applications or otherwise by using any of our websites or interacting with us on social media.

If you don't want to read all the detail, here are the things we think you'd really want to know:

- "Price Western" is a trading name of Price Western Leather Company Ltd. registered in England and Wales.
- Your personal information is not shared with any external organisation.
- You have a number of rights over your personal information. How you can exercise these rights is set out in this notice.
- We do not send direct marketing. We only send communication relating to either our business relationship with you, or an enquiry you have made directly either on our website or via post or telephone call.
- While you use our website, we use an anonymised set of behavioural data to identify human behaviour in order to reduce malicious use of our contact form and email communication channels.

Who Are We?

Price Western is a trading name of Price Western Leather Company Ltd. registered in England and Wales, company number 01243441. Our registered office is Ponsford Road Works, Ponsford Road, Minehead, Somerset, TA24 5DX.

What sorts of personal information do we hold?

Information that you provide to us such as your name, address, telephone number, email address, bank account and payment card details and any feedback you give to us, including by phone, email, post, or when you communicate with us via the website and/or social media;

Information about the services that we provide to you (including for example, the things we have provided to you, when and where, what you paid, and so on);

Information about whether or not you want to receive marketing communications from us;

Information from other sources such as specialist companies that provide customer information. For example, credit reference agencies such as Experian, the Royal Mail, fraud prevention agencies, claims databases, marketing and research companies, social media providers, pay TV providers and the DVLA, as well as information that is publicly available; and

Behavioural biometric information during any visits to our website.

Our Legal basis for collecting information

Whenever we process your personal information, we have to have something called a "legal basis" for what we do. The different legal bases we rely on are:

Consent: You have told us you are happy for us to process your personal information for a specific purpose(s);

Legitimate interests: The processing is necessary for us to conduct our business, but not where our interests are overridden by your interests or rights.

Performance of a contract: We must process your personal information in order to be able to provide you with one of our products or services;

Vital interests: The processing of your personal information is necessary to protect you or someone else's life;

Legal obligation: We are required to process your personal information by law.



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How do we use your personal information?

We may use your information in the following ways:

- **To provide our products and services** - we need to use your personal information to make our products and services available to you. If you then decide to order any of our products or services, or enter one of our competitions then we're delighted, thank you. After that, we need to provide them to you and process your payment. We need to use your details to do all this.
- **To improve your website experience** - we try to understand our customers so we can provide you with a great online experience. Understanding how you use our website, how you interact with the Price Western, the products and services you buy helps us to do this.
- **Contacting you** - we use your personal information to contact you. This may be in relation to a service update, or an issue you have raised with us.

Cookies and similar technologies

We use cookies to help give you the best experience on our websites and to allow us and third parties to tailor ads you see on ours and other websites. For more information please see our full Cookie Policy.

Who might we share your information with?

Our service providers, which are:

- Scheme providers - such as Visa and MasterCard - if you hold a credit card or travel money card with us, in order to manage your account and for your payments to be processed;
- Our agents, advisers or others involved in running accounts and services for you and your business or collecting what you or your business owe Price Western.
- Credit reference agencies, if you are a new Price Western corporate customer;
- Logistics and delivery providers who enable us to deliver products you order on our websites;
- Where relevant, our professional advisors, such as lawyers and consultants;
- Security and fraud prevention companies to ensure the safety and security of our customers, colleagues and business;

Keeping you informed about our products and services

From time to time, we would like to tell you about our new products and services. Where we have consent or it is in our legitimate interests to do so, we may do this through the post or email.

We won't send you marketing messages if you tell us not to, but if you receive a service from us, we will still need to send you occasional service-related message. If you wish to amend your marketing preferences, you can do so online at: <https://pwluk.com/en/contact-price-western/> or call us on 01643 705071.



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Your rights

You have a number of rights under data protection legislation which, in certain circumstances, you may be able to exercise in relation to the personal information we process about you.

These include:

- the right to access a copy of the personal information we hold about you;
- the right to correction of inaccurate personal information we hold about you;
- the right to restrict our use of your personal information;
- the right to be forgotten;
- the right of data portability; and
- the right to object to our use of your personal information.

Where we rely on consent as the legal basis on which we process your personal information, you may also withdraw that consent at any time.

If you are seeking to exercise any of these rights, please contact us using the details in the “Contact Us” section below. Please note that we will need to verify your identity before we can fulfil any of your rights under data protection law. This helps us to protect the personal information belonging to our customer against fraudulent requests.

How long do we keep your information for?

We will keep your personal information for the purposes set out in this privacy policy and in accordance with the law and relevant regulations. We will never retain your personal information for longer than is necessary. In most cases, our retention period will come to an end 7 years after the end of your relationship with us.

Security

We take protecting your personal information seriously and are continuously developing our security systems and processes. Some of the controls we have in place are:

- We limit physical access to our buildings and user access to our servers and systems to only those that we believe are entitled to be there;
- We use technology controls for our information systems, such as firewalls, user verification, strong data encryption, and separation of roles, systems and data;
- We utilize industry “good practice” standards to support the maintenance of a robust information security management system; and
- We enforce a “need to know” policy, for access to any data or systems.

Contact us

If you would like to exercise one of your rights as set out in the “Your rights”, please contact us by one of the following means:

By email: info@pwluk.com

By post: Data Protection Officer at Price Western, Ponsford Road Works, Ponsford Road, Minehead, Somerset, TA24 5DX.