

Privacy Policy of Dina Michele

Dina Michele ("We") is committed to protecting and respecting your privacy.

This policy (together with our **terms of use** and any other documents referred to on it) 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 the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting www.dinamichele.com ("**our site**") you are accepting and consenting to the practices described in this policy.

We are registered as Data Controller, Registration Number ZA223340 in accordance with the Data Protection Act 1998 (the "**Act**").

For the purpose of the Act, the data controller is Dina Michele of International House, 776-778 Barking Road, BARKING, London E13 9P.

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

Information you give us:

- Information that you provide by filling in forms on our site or requesting further services. We may also ask you for information when you report a problem with our site.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Information you may give us may include your name, address, email address and phone number, financial and credit card information, personal description and photograph.

Information we collect about you:

- Details of your visits to our site and the resources that you access, including the full Uniform Resource Locators (URL) clickstream to, through and from our site, products you viewed or searched for, page response times, download errors, length of visits to certain pages and page interaction information.
- Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform.

WHERE WE STORE YOUR PERSONAL DATA

The data we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (“**EEA**”). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

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 our site; 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.

USES MADE OF THE INFORMATION

We use information held about you in the following ways:

Information you give us. We will use this information:

- To ensure that content from our site is presented in the most effective manner for you and for your computer.
- To provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- To carry out our obligations arising from any contracts entered into between you and us.
- To notify you about changes to our service.

If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale to you.

If you are a new customer, we will contact you by electronic means only if you have consented to this.

If you do not want us to use your data in this way please tick the relevant box situated on the form on which we collect your data.

Information we collect about you. We will use this information:

- To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.
- To allow you to participate in interactive features of our service, when you choose to do so.
- As part of our efforts to keep our site safe and secure.
- To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

DISCLOSURE OF YOUR INFORMATION

We may disclose your personal information to third parties:

Including:

- business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you
- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If our business or substantially all of its 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 and conditions of supply and other agreements; or to protect the rights, property, or safety of our business, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

YOUR RIGHTS

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking the relevant box on the form we use to collect your data. You can also exercise the right at any time by contacting us at: International House, 776-778 Barking Road, BARKING, London E13 9P **OR** at: info@dinamichele.com

Our site may, from time to time, contain links to and from the 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.

ACCESS TO INFORMATION

The Data Protection Act gives you the right to access information held about you. Your right of access can be exercised in accordance with this Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to: info@dinamichele.com

Last updated on: 12 July 2017