# Privacy Policy

## **Privacy Policy and Cookie Policy for Website**

**1.Introduction**

This is our privacy policy. It tells you how we collect and process data received from you on our site. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

**2.Who We Are**

* Our site address is natureimagesdirect.com
* Our company name is Nature Images Direct Limited
* Our contact address is Barncot, The Drive, Bourne End, Buckinghamshire SL8 5RE, United Kingdom

**3.What we may collect**

We may collect and process the following data about you:

* Information you put into forms or surveys on our site at any time
* A record of any correspondence between us
* Details of transactions you carry out through our site
* Details of your visits to our site and the pages you visit
* Information about your computer (e.g. your IP address, browser, operating system, etc.) for system administration

We will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following applies:

1. processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
2. processing is necessary for compliance with a legal obligation to which we are subject;
3. processing is necessary for the purposes of the legitimate interests pursued by us or by a third party such as our credit card payment processing.

The site uses cookies or similar technology to collect information about your access to the site. Cookies are pieces of information that include a unique reference code that a website transfers to your device to store and sometimes track information about you.

**4. Cookie Policy**

Most computer and some mobile web browsers automatically accept cookies but, if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. You can prevent the setting of cookies by adjusting the settings on your browser. Please note however, that by blocking or deleting cookies you may not be able to take full advantage of the site.

**Our cookies will be used for:**

Essential session management

* managing visitor sessions for a user of the site in order that the site delivers their page requests in an effective, secure and consistent manner;
* recognising when a user of the site has visited before allowing us to identify the number of unique users we receive to the site and make sure we have enough capacity for the number of users that we get;
* we may also log information from your computer including the existence of cookies, your IP address and information about your browser program in order to allow us to diagnose problems, administer and track your usage of our site.

Functionality

* customising elements of the promotional layout and/or content of the pages of the site.

Performance and measurement

* collecting statistical information about how our users use the site so that we can improve the site and learn which parts are most popular to users.

**5.How we use what we collect**

We use information about you to:

* Present site content effectively to you.
* Provide information, products and services that you request, or (with your consent) which we think may interest you.
* Carry out our contracts with you.
* Tell you our charges.
* Tell you about other goods and services that might interest you.

If you are already our customer, we will only contact you electronically about things similar to what was previously sold to you.

If you are a new customer, you will only be contacted if you agree to it.

In addition, if you don’t want us to use your personal data for any of the other reasons set out in this section in 5, you can let us know at any time by emailing us at info@natureimagesdirect.com, and we will delete your data from our systems.

In some cases, the collection of personal data may be a statutory or contractual requirement, and we will be limited in the products and services we can provide you if you don’t provide your personal data in these cases.

**6.Where we store your data**

We may transfer your collected data to storage outside the European Economic Area (EEA). It may be processed outside the EEA to fulfil your order and deal with payment.

By giving us your personal data, you agree to this arrangement.

Payment will be encrypted. We provide protection of any data we hold, however we cannot guarantee complete security for your data, and you take the risk that any sending of that data turns out to be not secure despite our efforts.

We only keep your personal data for as long as we need to in order to use it as described above in section 5, and/or for as long as we have your permission to keep it. In any event, we will conduct an [annual] review to ascertain whether we need to keep your personal data. Your personal data will be deleted if we no longer need it.

**7. Disclosing Your Information**

We are allowed to disclose your information in the following cases:

* If we want to sell our business, or our company, we can disclose it to the potential buyer.
* We can disclose it to other businesses such as third party suppliers or delivery companies to fulfill our contract with you.
* We can disclose it if we have a legal obligation to do so, or in order to protect other people’s property, safety or rights.
* We can exchange information with others to protect against fraud or credit risks.

Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under GDPR and the law.

**8.Your rights**

You can ask us not to use your data for marketing. You can do this by ticking the relevant boxes on our forms, or by contacting us at any time at info@natureimagesdirect.com.

Under the GDPR, you have the right to:

* request access to, deletion of or correction of, your personal data held by us at no cost to you;
* request that your personal data be transferred to another person (data portability);
* be informed of what data processing is taking place;
* restrict processing;
* to object to processing of your personal data; and
* complain to a supervisory authority.

If you have any other questions about our site or this Privacy Policy, please contact us at info@natureimagesdirect.com.

**Changes**

If we change our Privacy Policy, we will post the changes on this page. If we decide to, we may also email you.