



Privacy Policy

Castaway Ropeworks (collectively “Merchant Store Name”, “we” and “us”, “data controller”) respect your privacy. We ensure that your privacy is protected when using our website or when placing online orders with us via our online shop.

Castaway Ropeworks provides you with goods and is the data controller of the personal data that you provide when you order goods.

The Data Protection Officer for Castaway Ropeworks can be contacted via the contact form, by emailing castaway.ropeworks@gmail.com or by mail using the details provided below:

Castaway Ropeworks, 12a Bowling Green Court, Hayle, Cornwall. TR27 4RP

This Privacy Policy describes how your personal information is collected, used, and shared when you visit our website or make a purchase from castawayropeworks.sumupstore.com (the “Site”).

Personal data we collect

When you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information”.

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what and which websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information”.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.



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How do we use your personal information?

We use the Order Information that we collect generally to fulfil any orders placed through and with the Site (including processing your payment information, arrangements for shipping, and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We are processing your information in order to fulfil contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Minors

The Site is not intended for individuals under the age of 16. We do not intentionally collect Personal Information from children. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us at the address below to request deletion.

Sharing your personal Information

We share your Personal Information with the third party SumUp to allow us to use your Personal Information, as described above. For example, we use SumUp to power our online store. We may share information with service providers under contract who help with parts of our business operations. Our contracts dictate that these service providers only use your information in connection with the services they perform for us and not for their own or any additional benefit.

We also use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.



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We share information about your use of the Site, your purchases, and your interaction with our ads on other websites with our advertising partners. We collect and share some of this information directly with our advertising partners, and in some cases through the use of cookies or other similar technologies (which you may consent to, depending on your location).

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

SNAPCHAT - <https://support.snapchat.com/en-GB/a/privacy-settings2>

SENDINBLUE - <https://www.sendinblue.com/legal/privacypolicy/>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant and/or other lawful request for information we receive, or to otherwise protect our rights.

Lawful basis

Pursuant to the General Data Protection Regulation ("GDPR"), if you are a resident of the European Economic Area ("EEA"), we process your personal information under the following lawful bases:

Your consent;

The performance of the contract between you and the Site;

Compliance with our legal obligations;

To protect your vital interests;

To perform a task carried out in the public interest;

For our legitimate interests, which do not override your fundamental rights and freedoms.



Retention

When you place an order through the Site, we will retain your Personal Information for our records unless and until you ask us to erase this information or for as long as we are required by relevant laws. For more information on your right of erasure, please see the 'Your rights' section below.

Automatic decision-making

If you are a resident of the EEA, you have the right to object to processing based solely on automated decision-making (which includes profiling), when that decision-making has a legal effect on you or otherwise significantly affects you.

We do engage in fully automated decision-making that has a legal or otherwise significant effect using customer data.

Our processor SumUp uses limited automated decision-making to prevent fraud that does not have a legal or otherwise significant effect on you.

Services that include elements of automated decision-making include:

Temporary denylist of IP addresses associated with repeated failed transactions. This denylist persists for a small number of hours.

Temporary denylist of credit cards associated with denylisted IP addresses. This denylist persists for a small number of days.

Your rights

If GDPR is applicable to you, you have the right to access personal information we hold about you and to ask that your personal information be amended, updated, or deleted, you have the right to ask for the ceasing of processing of your data, object to profiling activities and solely automated processing, request that we restrict the processing of your personal data, and/or request that your data be transferred to a third party (data portability) under certain circumstances. If you would like to exercise this right, please contact us through the contact information below.

You have the right to withdraw your consent to the processing of your data at any time if the processing is based on your consent, and can do so by contacting the DPO at the address provided.

If you would like to exercise any of your rights set out above, you can contact us using the contact form, by emailing us on castaway.ropeworks@gmail.com or by mail using the details provided below:



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If you are not satisfied with our response to your complaint, you have the right to lodge your complaint with the relevant data protection authority.

The relevant authority for each country can be found on the European Commission website: http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Cookies

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. We use a number of different cookies, including functional, performance, advertising, and social media or content cookies. Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor.

The length of time that a cookie remains on your computer or mobile device depends on whether it is a "persistent" or "session" cookie. Session cookies last until you stop browsing and persistent cookies last until they expire or are deleted. Most of the cookies we use are persistent and will expire between 30 minutes and two years from the date they are downloaded to your device.

You can control and manage cookies in various ways. Please keep in mind that removing or blocking cookies can negatively impact your user experience and parts of our website may no longer be fully accessible.

Most browsers automatically accept cookies, but you can choose whether or not to accept cookies through your browser controls, often found in your browser's "Tools" or "Preferences" menu. For more information on how to modify your browser settings or how to block, manage or filter cookies can be found in your browser's help file or through such sites as www.allaboutcookies.org.



Contact

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by using the contact form, by e-mail at castaway.ropeworks@gmail.com or by mail using the details provided below:

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