

## How we comply with the GDPR (General Data Protection Regulation), the DPA (Data Protection Act).

We, A Tailor's Cut, use your personal data to provide our alterations services to you. We have described how we collect, store and use your data in this Privacy Policy. We take seriously our responsibilities to look after your data and we are committed to protecting your privacy. There are steps you can take to control what we do with your data and we have explained those steps in this Privacy Policy.

When we talk about data and personal data in this Privacy Policy, we mean personal data which identify you or which could be used to identify you such as your name and contact details and credit card information.

### 1. Who is responsible for your data

A Tailor's Cut is responsible for your data. Our registered address is **24 Hanover Square, Lower Ground, W1S 1JD**. We are registered as a company in England under **company number 11419041**. We are the data controller of the data which we collect from you, and as such we control the ways your personal data are collected and the purposes for which your personal data are used.

### 2. Personal data we collect about you

Depending on how you use our services and our websites, we might collect the following kinds of information about you:

Your name and contact details (email address, telephone number, address)	When you purchase from us  When you enter a competition  When you fill in forms on our website or in our showroom
Communication we have with you (emails, letters, telephone calls, messages to our online chat service, messages sent to us through our social media platforms, feedback)	When you get in touch with us  When you respond to our requests for feedback

Information about your activities in our showroom	We use CCTV in our showroom
Information about you, your location and how you use our website, information about your interests and preferences  See more information below under the heading 'How we use your data to personalise the service we offer you'	When you use our digital systems and services  When you update your account information  When you open our marketing emails  When you fill in forms on our website  When you get in touch with us  When you opt in to receiving messages from us
Payment card details  Your card details are stored and protected in accordance with best industry practice	When facilitating payment by card

### 3. How we use your personal data

We can only use your personal data if we have a proper reason for doing so. According to the law, we can only use your data for one or more of these reasons:

- To fulfil a contract we have with you, or
- If we have a legal duty to use your data for a particular reason, or
- When you consent to it, or
- When it is in our legitimate interests.

Legitimate interests are our business or commercial reasons for using your data, but even so, we will not unfairly put our legitimate interests above what is best for you.

In the table below, we have set out the different ways in which we use your personal data and the reasons we rely on for using that data.

If we rely on our legitimate interests for using your personal data, we will explain that to you.

What we use your personal data for	Legal grounds for using it	Our legitimate interests
<ul style="list-style-type: none"> <li>● To provide services to you</li> <li>● Communicating with you and to send you information about our service</li> </ul>	<ul style="list-style-type: none"> <li>● Our legitimate interests</li> <li>● With your consent</li> </ul>	<ul style="list-style-type: none"> <li>● Keeping our records up to date, working out which of our products and services may interest you</li> <li>● Developing products and services and what we charge for them</li> <li>● Identifying or defining types of customers for new products of services</li> <li>● Being efficient about how we provide our services and fulfil our legal duties</li> </ul>

<ul style="list-style-type: none"> <li>● To communicate with you and manage our relationship with you</li> <li>● To personalise and improve your customer experience</li> <li>● To inform you about our news and offers that we think you might be interested in</li> </ul> <p>(See more detail below under the heading ‘How we use your data to personalise the service we offer you’)</p>	<ul style="list-style-type: none"> <li>● Our legitimate interests</li> <li>● With your consent</li> </ul>	<ul style="list-style-type: none"> <li>● Keeping our records up to date, working out which of our products and services may interest you</li> <li>● Developing products and services and what we charge for them</li> <li>● Identifying or defining types of customers for new products of services</li> <li>● Being efficient about how we provide our services and fulfil our legal duties</li> </ul>
<ul style="list-style-type: none"> <li>● To run our business in an efficient and proper way</li> <li>● To fulfil our administrative purposes including accounting, billing and audit</li> <li>● To improve our services</li> <li>● To manage how we work with other companies that provide goods and services to us and our customers</li> <li>● To protect our business interests</li> </ul>	<ul style="list-style-type: none"> <li>● Our legitimate interests</li> <li>● Our legal duty</li> </ul>	<ul style="list-style-type: none"> <li>● Being efficient about how we provide our services and fulfil our legal duties</li> <li>● Identifying ways to improve the way we deliver services to our customers</li> </ul>

<ul style="list-style-type: none"> <li>● To develop and manage our brand, products and services</li> <li>● To test new products and services</li> </ul>	<ul style="list-style-type: none"> <li>● Our legitimate interests</li> <li>● Our legal duty</li> </ul>	<ul style="list-style-type: none"> <li>● Being efficient about how we provide our services and fulfil our legal duties</li> <li>● Identifying ways to improve the way we deliver products and services to our customers</li> </ul>
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#### 4. How we use your data to personalise the service we offer you

We use the data we collect about you from different sources and touch points to try to understand more about you and your preferences, so that we can personalise the service we offer to you. We use the information from these different sources in the following ways:

- to help us communicate with you.
- to understand more about your preferences and your purchasing habits

#### 5. Marketing: How to manage the marketing messages you receive

We may send you marketing communications by email if you have indicated that you are happy to receive such emails. Our marketing communications include information about our new and existing services, special offers we think you might like and other tailoring services and products which we think might be useful to you when ordering with us.

If you have previously opted-in to receiving emails from us, use the preference centre to tell us specifically what you are interested in hearing about, or to opt out of receiving marketing emails from us at all. You can update your preferences at any time. You can also opt out of receiving marketing emails by clicking on the unsubscribe link which we include in all our marketing emails.

Please note that if you tell us that you do not wish to receive marketing emails, you will still receive service emails to inform you that your product is ready. This is so that we can perform the contract we have with you.

Please note that if you ask us to stop sending marketing emails, we will keep a note of your personal information and your request so that we can make sure you are excluded from the emails when they are sent out.

## 6. How long we keep your data

We keep your data only for as long as we need it. How long we need data depends on what we are using it for, whether that is to provide services to you, for our own legitimate interests (described above) or so that we can comply with the law.

We will actively review the information we hold and when there is no longer a customer, legal or business need for us to hold it, we will either delete it securely or in some cases anonymise it.

## 7. How we protect your data

We protect your personal data against unauthorised access, unlawful use, accidental loss, corruption or destruction.

We use technical measures such as **password protection** to protect your data and the systems they are held in. We also use operational measures to protect the data, for example by limiting the number of people who have access to the databases in which our information is held.

## 8. Sharing your data

We do not share any of your personal data with any third party.

## 9. Your rights

You are entitled to see copies of all personal data held by us and to amend, correct or delete such data. You can also limit, restrict or object to the processing of your data.

If you gave us your consent to use your data, e.g. so that we can send you marketing emails, you can withdraw your consent. Information about how to stop receiving marketing communications is set out above under the heading '**Marketing: How to manage the marketing messages you receive**'. Please note that even if you withdraw your consent, we can still rely on the consent you gave as the lawful basis for processing your data before you withdraw your consent.

You can object to our use of your data where we rely on our legitimate interests to do so. We explained the legitimate interests we rely in the table above under the heading '**How we use your personal data**'.

To raise any objections or to exercise any of your rights, you can send an email to us at [info@atailorscut.com](mailto:info@atailorscut.com) or you can write to us at **A Tailor's Cut, 24 Hanover Sq. Lower Ground, W1S 1JD**. When you get in touch, we will come back to you as soon as possible and where possible within one month. If your request is more complicated, it may take a little longer to come back to

you but we will come back to you within two months of your request. We may also ask you to verify your identity before we provide any information to you.

If A Tailor's Cut decides to change this privacy policy, the changes will be posted on this page.

## 10. Complaints

If you have any complaints concerning A Tailor's Cut processing of your personal data please email us at [info@atailorscut.com](mailto:info@atailorscut.com) **A Tailor's Cut, 24 Hanover Sq. Lower Ground, W1S 1JD.**

Please note that you have the right to lodge a complaint with the supervisory authority which is responsible for the protection of personal data in the country where you live or work, or in which you think a breach of data protection laws might have taken place.

**Customers in the UK** can contact the Information Commissioner's Office by telephone on 0303 123 1113, or by using the live chat service which is available through the Information Commissioner's website [www.ico.org.uk](http://www.ico.org.uk).

## 11. Contact us

You can write to us at [info@atailorscut.com](mailto:info@atailorscut.com). **A Tailor's Cut, 24 Hanover Sq. Lower Ground, W1S 1JD.**