

This privacy notice tells you about the information we collect from you when you use our website. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

Who are we?

We are JT Pickfords Limited. Vander House, Starnhill Close, Ecclesfield, Sheffield, South Yorkshire S35 9TG. You can contact us via post at the aforementioned address, by email at sales@jtpickfords.com or by telephone on 01709 364416.

The contact details of our Data Protection Officer are:

Michelle Maillard, JT Pickfords Limited, Vander House, Starnhill Close, Ecclesfield, Sheffield, South Yorkshire S35 9TG
Email: accounts@jtpickfords.com Tel: 01709 364416.

How we use your information

1. When you use our website

When you use our website to browse our products and services and view the information we make available, a number of cookies are used by us and by third parties to allow the website to function, to collect useful information about visitors and to help to make your user experience better. Some of the cookies we use are strictly necessary for our website to function, and we don't ask for your consent to place these on your computer. **These cookies are shown below.**

CART: The association with your shopping cart to allow you to save products to it.

CATEGORY_INFO: Stores the category info on the page, that allows to display pages more quickly.

COMPARE: The items that you have in the Compare Products list, we will store these so you can compare.

CURRENCY: Your preferred currency - so you don't have to change it when you visit the site.

FRONTEND: Your session ID on the server.

LAST_CATEGORY: The last category you visited, we need to track this so that we can assist with support questions.

LAST_PRODUCT: The most recent product you have viewed, we use this to monitor effective products.

POLL: The ID of any polls you have recently voted in, so we can create effective polls.

POLLN: Information on what polls you have voted on.

RECENTLYCOMPARED: The items that you have recently compared.

STORE: The store view or language you have selected.

USER_ALLOWED_SAVE_COOKIE: Indicates whether a customer allowed to use cookies.

VIEWED_PRODUCT_IDS: The products that you have recently viewed.

V_utma, __utmb, __utmc, __utmz: A random unique number or string of letters and numbers to identify your browser, the times and dates that you interacted with the site recently and the marketing materials or referring pages that led you to the site.

SID, SAPISID, APISID, SSID, HSID, NID, PREF: Various unique identifiers, except for PREF which stores your options such as preferred zoom level. Google set a number of cookies on any page that includes a Google Map.

Pastease.passive.activated.LiDyxH3e6oLZYbe / Pastease.passive.chance.LiDyxH3e6oLZYbe: We use a customer experience service called mopinion, to track and use customer experience. These cookies are only used when you opt-in to take the mopinion questions

_hjid, _hjiIncludedInSample: We also run Hotjar to gather data on where users are clicking on pages, how they are viewing single and multiple pages, and to ask simple polls. These cookies record if a user has answered the question or hidden the notifier, so that it stays hidden on all pages. We record users screens when using the website but we hide all personal information and card information on input fields.

eu_cookie_law: This stores whether the EU Cookie legislation notification on the site has been acknowledged.

XSRF-TOKEN: Prevents malicious cross-site request forgeries.

ow: Identifies the user, avoiding the need to log in on every page visited or when performing an action requiring authentication.

[More information on our cookies](#)

What we collect.

When we collect cookies, we require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services online.
- We may use the information to pass onto third-party services we use, to target ads.
- We may use the information to pass onto internal development teams to make your experience better

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at customerservice@jtpickfords.com.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

In addition to our cookie information above, you can find out more about what cookies are, the different types and how to control and access them on your browser. Visit the site below for all of the information you need. If you still have questions, please feel free to contact us. For more information on cookies, please visit www.allaboutcookies.org.

2. When you submit an enquiry via our website

When you submit an enquiry via our website, we ask you for your name and email address. We use this information to respond to your query, including providing you with any requested information about our products and services. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered your enquiry to your satisfaction. Your enquiry is stored and processed as an email which is hosted by Google within the European Economic Area (EEA). It is also logged on a CRM system on a cloud server based in Manchester UK, a country which the EU says has adequate data protection laws in place to protect your data. We do not use the information you provide to make any automated decisions that might affect you. We keep enquiry emails for two years, after which they are securely archived and kept for seven years, when we delete them. CRM records are kept for 1 year after the last contact with you then they are anonymised.

3. When you purchase a product from our website

When you purchase products from us online, we ask you for your name, address, contact telephone number, email address and credit card information. We also record your IP (Internet Protocol) address, which is the address of your computer on the Internet. We will use your information to verify your credit card details for your purchase, process your order and to send you your products. We will also send you a receipt via email and we may use your telephone number to contact you regarding your purchase. We require this information in order to process your payment, deliver your products or services and fulfil our contract with you. We record your IP address in order to show that the correct tax was applied to the sale, which we are required to do by law. Your information is stored on our website and on our cloud server, both of which are based within the European Union. Your credit card details are passed to a third-party payment processor which is based in the UK and is certified to the EU-US Privacy Shield (which requires effective safeguards for your information). We do not retain your credit card information. We do not use the information you provide to make any automated decisions that might affect you. We keep your order information for 1 year after the last communication, after 1 year your personal data will be anonymised and if you need to trace this order after, you will need to reference your order number, not your personal details.

4. When you sign up to receive our newsletter

When you sign up to receive our newsletter, we ask for your name and your email address. We will ask for your consent to use your name and email address to email you our newsletter which contains information about our products and other information which we feel might be of interest to you. You can withdraw your consent at any time and we will stop sending you the newsletter. You simply "unsubscribe" from the email/newsletter to remove your details. Your name and email address are shared with a third party Mail Chimp which is based in the USA. Mail Chimp servers use Privacy Shield framework, so they can lawfully receive EU data. We do not use the information you provide to make any automated decisions that might affect you. We keep your personal data for as long as we produce and distribute our newsletter. If you withdraw your consent, we will remove your details.

5. When you submit a review about us

When you submit a review about us we record your name, your email address and your IP (Internet Protocol) address, which is the address of your computer on the Internet. We use this information to provide verified independent views about our products and services to potential customers. Your name and the content of your review (but not your email address or IP address) may be publicly displayed on our website. We will do this based on our legitimate interest in marketing our products and services. Your details are shared with a third party reviews system which is based within the European Economic Area (EEA). We do not use the information you provide to make any automated decisions that might affect you. Your personal data is stored for as long as we are marketing the product or services that the review refers to, after which it is deleted. You may ask us to remove your review at any time.

6. When you take part in our feedback surveys

When you take part in our feedback survey, we may record your name, your email address, your organisation name, your job role and your answers to questions we ask about your opinion of, and use of, our products and services. We use this information to develop and improve our products and services and our customer relationships. Your job role, organisation and some or all of your comments may be publicly displayed on our website as a testimonial. We will do this based on our legitimate interest in marketing our products and services. Your details are shared with a third party surveys system which is based within the European Economic Area (EEA). We do not use the information you provide to make any automated decisions that might affect you. Your personal data is stored for two years, or for as long as we are marketing the product or services that the review refers to, whichever is shorter. You may ask us to remove a testimonial that is based on your feedback from our website at any time.

7. Your rights as a data subject

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate. If we have asked for your consent to process your personal data, you may withdraw that consent at any time. If we are processing your personal data for reasons of consent or to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider. If we are processing your personal data for reasons of consent or legitimate interest, you can request that your data be erased. Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling. To submit a request regarding your personal data by email, post or telephone, please use the contact information on our contact page of this website.

8. Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at www.ico.org.uk/concerns or write to them at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

9. Updates to this Privacy Policy

We regularly review and, if appropriate, update this privacy policy from time to time, and as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent. We will update the date of this document each time it is changed at the top of this page.

End of Document