

Privacy Policy

We are committed to protecting your privacy. We will only use the information that we collect about you lawfully (in accordance with the Data Protection Act 1998).

Our approach

We collect information about you for two reasons: firstly, to process your order and second, to provide you with the best possible service.

We will give you the chance to refuse any marketing email from us or from another trader in the future.

The type of information we will collect about you includes:

Your name

Address

Phone number

Email address

We will never collect sensitive information about you without your explicit consent. The information we hold will be accurate and up to date. You can check the information that we hold about you by emailing us. If you find any inaccuracies, we will delete or correct it promptly.

The personal information which we hold will be held securely in accordance with our internal security policy and the law.

If we intend to transfer your information outside the EEA (European Economic Area) we will always obtain your consent first.

If you have any questions/comments about privacy, please contact us.

The policy in detail

This Policy applies as between you, the User of this Website and iHelios Ltd the owner and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to your use of the Website.

Definitions and interpretation

In this Policy the following terms shall have the following meanings:

Data means collectively all information that you submit to iHelios Ltd via the Website. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998;

Cookie means a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 12;

iHelios Shop is a trading name of iHelios Ltd.

UK and EU Cookie Law means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011

User means any third party that accesses the Website and is not employed by iHelios Shop and acting in the course of their employment; and

Website means the website that you are currently using www.living-reinvented.co.uk

Scope of this policy

This Policy applies only to the actions of iHelios and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

Data collected

Without limitation, any of the following Data may be collected by this Website from time to time:

Name and formal title

Contact information such as email addresses and telephone numbers

Demographic information such as post code, preferences and interests

IP address (automatically collected)

Web browser type and version (automatically collected)

Operating system (automatically collected)

Our use of data

Any personal Data you submit will be retained by iHelios Shop unless or until you ask us to remove it.

Unless we are obliged or permitted by law to do so, and subject to Clause 5, your Data will not be disclosed to third parties.

All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see Clause 11 below.

Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our website. Specifically, Data may be used by us for the following reasons:

Internal record keeping;

Improvement of our products / services;

Transmission by email of promotional materials that may be of interest to you;

Contact for market research purposes which may be done using email, telephone or direct mail. Such information may be used to customise or update the Website.

Third party websites and services

iHelios may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items, search engine facilities, advertising, and marketing. The providers of such services [do not] have access to certain personal Data provided by Users of this Website.

Any Data used by such parties is used only to the extent required by them to perform the services that iHelios Shop requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in accordance with the Data Protection Act 1998.

Use of Third Party tools and services include:

YouTube API Services: including YouTube Data API service made available by Google for storing and displaying YouTube meta data including video titles within this website. Please refer to service providers privacy policy (www.google.com/policies/privacy)

Google API Services: including Geocoding API service, Maps JavaScript API service made available by Google for locating geo coordinates by postcode and map plotting according to provided geo coordinates. Please refer to service providers privacy policy (www.google.com/policies/privacy)

Links to other websites

This Website may, from time to time, provide links to other websites. iHelios Shop has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

Changes of business ownership and control

iHelios Shop may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of iHelios Shop. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

In the event that any Data submitted by Users is to be transferred in such a manner, you will [not] be contacted in advance and informed of the changes. When contacted you [not] be given the choice to have your Data deleted or withheld from the new owner or controller.

Controlling use of your data

Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:

Use of Data for direct marketing purposes; and

Sharing Data with third parties.

Your right to withhold information

You may access certain areas of the Website without providing any Data at all. However, to use all features and functions available on the Website you may be required to submit certain Data.

You may restrict your internet browser's use of Cookies. For more information see Clause

Accessing your own data

You have the right to ask for a copy of any of your personal Data held by iHelios Shop (where such data is held) on payment of a small fee which will not exceed £10.00.

Security

Data security is of great importance to iHelios Shop and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

Cookies

This Website may place and access certain Cookies on your computer. iHelios Shop uses Cookies to improve your experience of using the Website and to improve our range of products. iHelios Shop has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and always respected.

All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

By browsing our website, you consent to our placing cookies on your computer unless you have chosen to disable them via your browser. By giving your consent to the placing of Cookies you are enabling iHelios Shop to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website will not function fully or as intended.

Certain features of the Website depend upon Cookies to function. UK and EU Cookie Law deem these Cookies to be "strictly necessary". These Cookies are shown below. Your consent will not be sought to place these Cookies. You may still block these cookies by changing your internet browser's settings as detailed below.

This Website places the following Cookies:

Name of Cookie	Purpose	Strictly Necessary
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sessionPublic	Retains information on what products have been entered into the shopping basket. Without this cookie customers would not be able to place items in the checkout then move to additional pages as the items in the basket would then be lost.	Yes
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productRecent	Retains information of previously viewed products, allows us to display recently viewed items for your ease of navigation.	No
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persistentEmail	Retains user email address when using the account login remember me functionality.	No
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persistentPassword	Retains encrypted user password when using the account login remember me functionality.	No
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This Website uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and the products offered through it. You do not have to allow us to use these Cookies, as detailed below, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website it does enable us to continually improve our business.

The analytics services used by this Website use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below.

The integration services used by this Website use the following Cookies:

Name of Cookie	First/Third Party	Provider	Purpose
JSESSIONID	First	Feefo	General platform session cookie used by sites written in JSP.
_ga	First	Google Analytics	Used to distinguish users.
_gid	First	Google Analytics	Used to distinguish users.
_gat, _gat_global	First	Google Analytics	Used to throttle request rate.
_uetsid	First	Microsoft Bing Ads	Used to distinguish users.

You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party cookies. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser.

You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

Changes to this policy

iHelios Shop reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website, and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.

Scope

iHelios Ltd retains certain information about its employees, customers, suppliers, and other users to allow it to monitor performance, achievements, health and safety and to comply with manufacturer warranties. It applies to all data that the company relating to identifiable individuals, even if that information falls outside the Data Protection Act 1998.

To be compliant with GDPR, information is collected lawfully and used fairly, stored safely and not disclosed to any other person unlawfully, to do this, the company complies with the Data Protection Principles, which are set out in the Data Protection Act 1998.

Principles

iHelios Ltd, as far as, reasonably practicable complies with the Data Protection Principles contained in the Data Protection Act to ensure all data is:

Fairly and lawfully processed

Processed for a lawful purpose

Adequate, relevant and not excessive

Accurate and up to date

Held for any no longer than is absolutely necessary

Processed in accordance with the rights of the data subject

Protected in the appropriate way

Not transferred to any other countries without adequate protection and consent

Sensitive personal data

iHelios Ltd ensures there is stronger legal protection for more sensitive information such as:

Ethnic background

Political opinions

Religious beliefs

Health

Sexual health

Gender

Criminal records

Responsibilities

All staff who work for or with iHelios Ltd have responsibility for ensuring data is collected, stored, and handled in a safe secure and appropriate manner.

Data Protection Officer

iHelios Ltd has appointed the Director as the Data Protection Officer who will endeavour to ensure all personal data is processed in compliance with the GDPR and the Data Protection Act 1998.

Why we need to store your personal data

iHelios Ltd sells and maintains Information Technology products and services. In order to meet our legal requirements relating to the Sale of Goods Act and Government Institutions such as HMRC and to allow us to provide the service, it is necessary to store basic customer personal information. This information may also be required in order for iHelios Ltd to provide extended warranties on these products and services or if a warranty or repair is to be registered by us with a supplier.

Data storage

Data stored electronically must be protected from unauthorized access, accidental deletion, and malicious hacking attempts. We are committed to protecting all Personal Data we collect and use. To that end, we take all reasonable precautions to prevent the loss, misuse or alteration of your Personal Data held within our data repositories. We use SSL encryption technology wherever payments are made. Our data repositories are only one element in the internet communication chain. With this in mind, please ensure you access our websites from a trusted browser/computer (we do not advise using shared browsers/computers for order or payment processing). You should ensure your device has sufficient anti-virus or malware protection. You are responsible for keeping your password confidential. We will not ask you for your password and please ensure any password you use is unique to our websites only. Questions about the storage of data can be directed to the Data Governance team.

Data accuracy

iHelios Ltd takes all reasonable steps to ensure data is kept accurate and up to date. The more important it is that the personal data is accurate, the greater the effort staff must put in to ensure its accuracy.

Right of access

Data subjects have the right of access to information held by iHelios Ltd, if an individual contacts the company requesting this information, this is called "Subject Access Request".

Subject access request from individuals should be made by email to hello@living-reinvented.co.uk, addressed to the Data Governance team and are each charged at £10+ VAT (the fee must be paid prior to any Subject Access Request being carried out).

The disclosure of data for other reasons

In certain circumstances, the Data Protection Act allows personal data to be disclosed to government and law enforcement agencies without the consent of the data subject.

Providing information

iHelios Ltd aims to ensure that individuals are aware that their data is being processed. iHelios Ltd will not give, sell, share or trade any Personal Data to any party outside of iHelios Ltd except as outlined in this Policy or with appropriate consent. We may disclose or share Personal Data to a third party in the following limited circumstances:

to comply with the terms of trading, policies, or other contractual requirements of iHelios Ltd where we believe that the disclosure is necessary to establish the threat of and prevent or respond to fraud, defend our websites or infrastructure against possible attacks or protect the property and safety of iHelios Ltd, our Customers, Suppliers or the public

to the extent that we are required to do so by law or in connection with any legal proceedings or prospective legal proceedings

in connection with any potential sale, transfer, merger, consolidation or other transaction involving all or part of iHelios Ltd or its holding companies

where required, provide our vendor partners or suppliers (or their authorised data partners) with information which may contain Personal Data confirming the recipient and delivery address for statistical sell out analysis or for the registering of extended or enhanced warranties (where applicable) to companies that provide services that help us with our business activities including but not limited to processing customer payments, logistics and repairs to companies that work with us to provide a product or service necessary to meet a customer's enquiry or requirement

Website data

By visiting any of our websites, we may collect anonymous information (via cookies) about your computer and your visits to our Websites such as your IP address, geographical location, browser type, referral source, length of visit and number of page views. We may use this information in the administration of our websites or to improve the website's usability. This information may be recorded by a third party on our behalf.

If you register or create an account directly on any of our websites or via a third party procurement system (usually in preparation to purchase from us), we may collect and store some basic personal information mainly (but not limited to) your name, address, email, company or institution and telephone number to allow us to fulfil our obligations to you when processing an order.

Marketing to you

We may send you marketing communications relating to our business which we think may be of interest to you (providing you have opted in to receive such information or not opted out or unsubscribed if you have previously had a contractual relationship with us by purchasing a product or service). If you are a business (non-consumer) contact working for a business or institution who we have had a previous contractual history with, or again as a non-consumer contact you have been referred to us by one of our suppliers or vendors following your enquiry to them, we may add your contact information to our business CRM system. We will, however, ask you to opt into receiving marketing communication before sending any marketing information to you.

This policy summarises the main iHelios Ltd Data Protection policy written in compliance to GDPR and the Data Protection Act 1998 and is reviewed on a regular basis by Senior Management. You should revisit this page occasionally to ensure you are happy with any changes.