



# The Wedale Bookshop Privacy Policy

## **Our contact details**

Name: The Wedale Bookshop

Address: 231 Galashiels Road, Stow of Wedale, TD1 2RE

Phone Number: 01578 730 431

E-mail: [hello@wedalebooks.scot](mailto:hello@wedalebooks.scot)

Privacy Notice Updated: 02-Apr-2023

## **The type of personal information we collect**

We may collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details including email address)
- CCTV footage
- Payment details as required to process transactions requested by you
- Website usage statistics

## How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- To enable us to communicate with our customers with up-to-date information, news, and special offers or to reply to correspondence. You will not be subscribed to any newsletter or other communication without your consent and there will always be the option to unsubscribe from mailing lists.
- CCTV is in operation for the safety of customers, for security purposes, and may be used for energy-efficiency purposes, i.e. to trigger lights in parts of the shop when a customer is present.
- Payment details are collected in order to process transactions requested by you.

We also receive personal information indirectly, from the following sources in the following scenarios:

- Basic website usage statistics are collected to help inform how effective our website is. No use is made of any personal data, nor are any IP addresses collected, used or accessed by us.

We never sell your information or allow it to be used by 3rd parties for marketing. We may however share this information with:

- Internet service providers who help us keep in contact with you
- Email service providers that help us send you newsletters
- Payment service providers who help us process transactions
- Law enforcement or other regulatory bodies when required to

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent. You are able to remove your consent at any time. You can do this by contacting us by post or by email using the contact details above.**

**(b) We have a legal obligation.**

**(c) We have a legitimate interest.**

## How we store your personal information

Your information is securely stored.

We keep contact details for as long as you wish to remain subscribed to our newsletter or remain on our database as a customer, or for as long as is necessary to

provide you with the goods or services you have requested. If we have not made contact with you and offered the opportunity to unsubscribe, we will remove your information after one year. If requested to do so at any time, or at the point we remove any unused data, we will dispose your information by removing your contact details from our database.

We keep CCTV recordings for a maximum of 60 days. These recordings are saved locally on network-attached storage devices. They are automatically deleted after a maximum of 60 days.

Payment details are only held as long as is required to comply with the policies of companies processing payments, including credit card companies.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you. Information shall be shared in the format in which it is saved - i.e. in digital format.

Please contact us by post or by email if you wish to make a request.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us by post or by email.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>