

Who is collecting the data?

Cog Effects is an effects pedal manufacturer based in Sheffield, Yorkshire - referred to as "Cog Effects", "Cog", "we", "our" or "us" in this policy. This Privacy Policy provides information on when and why we collect your personal information and how we use it.

Can anyone else access my data?

We never share any personal data with third parties. However, we use third parties to process product orders (Ecwid) and payments (Paypal, HSBC), host our mailing lists (MailChimp) and website (Yola) and provide web analytics (Yola, Google Analytics), and to manage emails and store data (Google G Suite and Microsoft OneDrive). For more information on this, see the *Third-Party Processors* section below.

What data do we collect?	Why do we collect it?	How long do we keep it?
We collect names and postal, email and IP addresses and phone numbers of customers ordering online, along with records of all products ordered	Records of orders are held for business MI purposes, and a database of custom orders is held to monitor orders and maintain customer service, to keep customers informed of progress, and to be able to provide after-sale support. Invoices (containing personal data) are held for compliance with HMRC requirements	These records will be kept for 5 years following the 31 st January after the end of the financial year in which the order/payment was processed (ie a maximum of 6 years 10 months) After this time, records will be anonymised and personal data destroyed.
If you choose to subscribe to our mailing list, we will keep a record of your email addresses, and gather statistics around email opening and clicks.	To contact you about new products/developments and special offers; To monitor and improve our e-newsletter	Until you unsubscribe. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our e-newsletters.
Any correspondence you send to us (for example, by email or web form)	To help us provide good customer service – for example, tailored advice, custom quotes and after-sale support	Once a year, we will delete all emails older than 5 years
When someone visits our website, we use third-party services (Google Analytics and Yola) to collect standard internet log information and details of visitor behaviour patterns. This information is only processed in a way which will not identify anyone. We do not make any attempt to find out the identities of those visiting our website.	We do this to find out things such as the number of visitors to the various parts of the site, and whether people have accessed our site via links from other places on the web. This allows us to focus our work on the things our customers or potential customers are interested in	Once a year, we will delete any data that we hold directly and which is older than 5 years. For links to Google and Yola's policies please see below.

When will you hear from us?

Unless you have signed up to our mailing list, you won't receive any marketing communications from us. If you have placed an order with us, we may contact you directly to discuss it and our third-party shopping cart provider, Ecwid, will send you automatic emails detailing the progress of your order. We will respond to emails and messages that you send directly.

What are your rights?

You have the following rights:

- the right to ask for a copy of personal data that we hold about you (the right of access);
- the right to request that we delete personal data held on you; where we no longer have any legal reason to retain it (the right of erasure or to be forgotten);
- the right to ask us to update and correct any out-of-date or incorrect personal data that we hold about you (the right of rectification);
- the right to opt out of any marketing communications that we may send you and to object to us using or holding your personal data if we have no legitimate reasons to do so (the right to object);
- the right (in certain circumstances) to ask us to 'restrict processing of data'; which means that we would need to secure and retain the data for your benefit but not otherwise use it (the right to restrict processing); and
- the right (in certain circumstances) to ask us to supply you with some of the personal data we hold about you in a structured machine-readable format and/or to provide a copy of the data in such a format to another organisation (the right to data portability).

If you wish to exercise any of the above rights, please contact us at tom@cogeffects.co.uk

You will not have to pay a fee to access your personal data (or to exercise any of the other rights), however we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

Third-party processors

We use the following third parties to enable us to provide our services. Please see their privacy policies for more information:

MailChimp (maintain mailing list and deliver newsletter) - <https://mailchimp.com/legal/privacy/>

Ecwid (process orders, provide shopping cart utility) - <https://www.ecwid.com/eu-privacy-policy>

Paypal (process payments and send invoices) - <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>

Google (Google Analytics, G Suite for business, email) - <https://policies.google.com/privacy?hl=en>

Microsoft (OneDrive file storage) - <https://privacy.microsoft.com/en-gb/privacystatement>

Yola (website hosting and data analytics) - <https://www.yola.com/privacy-policy>

If you place an order, we will also need to share your address with delivery providers.

We will share data with Governmental bodies, regulators, law enforcement agencies, courts/tribunals and insurers where we are required to do so: -

- to comply with our legal obligations;
- to exercise our legal rights (for example in court cases);
- for the prevention, detection, investigation of crime or prosecution of offenders; and
- for the protection of our employees and customers.

Cookies

Our website uses cookies to collect information, to allow us to track visitor statistics and to allow you to share contact on social media.

Our hosting service, Yola, places a cookie to track visitor information across all Yola-hosted sites.

Our shopping cart system, provided by Ecwid (www.ecwid.com), uses cookies to store encrypted information such as the products in your cart, your category layout preference, and the ID of our store. We do not access this information and it is accessible only by Ecwid.

Detailed information is set out in our Cookie Policy.

Complaints:

Should you wish to make a complaint about data handling and you are unable to resolve the matter with us directly, or if you have any questions or concerns regarding your personal information, you may contact the UK Information Commissioner's Office.

This policy is reviewed periodically and when changes to legislation require it. The most recent update was May 2018.