

# Privacy & Cookies Policy

Alina Ltd is a company incorporated and registered in England and Wales under company number 08706113 whose registered office address is at 83 Ducie Street, Manchester, M1 2JQ (does not accept incoming mail). We are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting and using our website at [www.alina.co.uk](http://www.alina.co.uk) you are accepting and consenting to the practices described in this policy.

For the purpose of the Data Protection Act 1998 (the "Act"), the data controller is Alina Ltd.

## INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

**Information you give us.** You may give us information about you by filling in forms on our website at [www.alina.co.uk](http://www.alina.co.uk) ("our site") or by corresponding with us by phone, e-mail or otherwise. The information you give us may include your name, address, e-mail address and phone number.

**Information we collect about you.** We may automatically collect the following information:

- Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

**Information we receive from other sources.** We may receive information about you from the trusted third parties we are working with (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers and search information providers).

## COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

**Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of the online checkout service.

**Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users can quickly and easily find what they are looking for.

**Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

**Cookies for web analytics.** We use third party services to gather data regarding the usage of our site on our behalf using cookies, log file data and code which is embedded on our website. We use this type of information to help improve the service we provide to UK and non UK visitors.

**Google Analytics.** This is a web analytics service provider provided by Google Inc. Google analytics sets a cookie in order to evaluate a visitor's use of our website. Google stores the information collection by the cookie on their servers in the United States. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using our website, you consent to the processing of data about you by Google in the manner and the purposes set out above. For more information on the cookie set by Google analytics, including information on how to opt out please go to

<http://www.google.com/intl/en/privacypolicy.html>

You can find more information about the individual cookies we use and the purposes for which we use them below:

Cookie name: \_\_utma

Expires: 2 years

Description: Used by Google Analytics. Each unique browser that visits a page on the site is provided with a unique ID via the \_\_utma cookie.

Cookie name: \_\_utmb & \_\_utmc

Expires: 30 min

Description: Google Analytics uses these two cookies to establish a session. If either of these two cookies is absent, further activity by the user initiates the start of a new session.

Cookie name: \_\_utmz

Expires: 6 months

Description: When visitors reach the site via a search engine result, a direct link, or an ad that links to the page, Google Analytics stores the type of referral information in a cookie. The parameters in the cookie value string are parsed and sent in the GIF Request (in the utmcc variable). The expiration date for the cookie is set as 6 months into the future. This cookie gets updated with each subsequent page view to the site; thus it is used to determine visitor navigation within the site.

## USES MADE OF THE INFORMATION

We use information held about you in the following ways:

- To carry out our obligations arising from any contracts entered into between you and us and to provide you with the information and services that you request from us;

- To provide you with information about the orders you have placed with us and the products you have ordered so that you can quickly order those products again;
- To provide you with information about products we feel may interest you. We will only contact you by electronic means (email) with this information if you have consented to this. If you do not want us to use your data in this way please sign in to your account and untick the on/off switch next to *Subscribed to Newsletter* or send your request to [info@alina.co.uk](mailto:info@alina.co.uk).
- To notify you about changes to our service;
- To ensure that content from our site is presented in the most effective manner for you and for your computer;
- To administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- To improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- To allow you to participate in interactive features of our service, when you choose to do so;
- As part of our efforts to keep our site safe and secure;
- To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

## **DISCLOSURE OF YOUR INFORMATION**

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of fulfilling orders that you have placed with us. For example, passing your delivery address to Royal Mail.
- Analytics partners and search engine providers that assist us in the improvement and optimisation of our site.
- If Alina Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms and conditions of service and other agreements; or to protect the rights, property, or safety of Alina Ltd, our customers, or others.

## **WHERE WE STORE YOUR PERSONAL DATA**

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for one of our suppliers. Such staff may be engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Our card payment facilities are provided by PayPal and WorldPay who are both fully compliant with the Payment Card Industry Data Security Standards. Any payment transactions carried out through our website or over the phone will be encrypted. We do not hold or process any payment card details on our servers. This information is processed by PayPal and or WorldPay on their secure servers. To view a copy of PayPal's privacy policy for the United Kingdom please copy and

paste the following link in to your web browser:

<https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>

To view a copy of WorldPay's privacy policy for the United Kingdom please copy and paste the following link in to your web browser

<https://www.worldpay.co.uk/uk/privacy-policy>

We may also store manual copies of your personal information (but not your payment card information) in a secure facility where access is restricted. Where we have given you (or where you have chosen) a password or link that enables you to access certain restricted parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone. We do not store your account sign in password. Instead, we store a secure MD5 hash of the password that enables us to grant access during your sign in attempt. This method will only grant access to the correct password.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **YOUR RIGHTS**

You have the right to ask us not to process your personal data for email marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise your right to prevent such processing by checking the *Add to Mailing List* box during checkout and by using the on/off switch next to *Subscribed to Newsletter* in your account section of our website. You can also exercise the right at any time by contacting us at [info@alina.co.uk](mailto:info@alina.co.uk).

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **ACCESS TO INFORMATION**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Please email [info@alina.co.uk](mailto:info@alina.co.uk) to receive details of the information we hold about you.

## **CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our privacy policy.

## **CONTACT**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [info@alina.co.uk](mailto:info@alina.co.uk).