

## Ninjadry Privacy Policy



Ninjadry ("we" or "us") are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to on it) 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 [www.ninjadry.com](http://www.ninjadry.com) ("the Website") you are accepting and consenting to the practices described in this policy.

**To cut to the chase, we will not sell your personal information to anyone else so they can cold contact you to try to sell you stuff. We don't like spam, and we're assuming you don't either.**

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

### Information we collect from you

We will collect and process the following data about you:

- **Information you give us.** This is information about you that you give us by filling in forms on the Website or by corresponding with us by phone, email or otherwise. It includes information you provide when you register to use the Website, subscribe to our service, place an order on the Website, create an account with us, participate in discussion boards or other social media functions on or through the Website or our social media, enter a competition, promotion or survey, and when you report a problem with the Website. The information you give us may include your name, address, email address and phone number, financial and credit card information, personal description, and photographs or images.
- **Information we collect about you.** When you visit the Website we will automatically collect the following information:
  - technical information, including, but not limited to, 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 and
  - information about your visit, including, but not limited to, the full Uniform Resource Locators ("URL"), clickstream to, through and from the Website (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), methods used to browse away from the page, and any phone number used to call our customer service number.

### Cookies

We use cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the Website and also allows us to improve the Website. By browsing the site, you are agreeing to our use of cookies.

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 the Website. They include, for example, cookies that enable you to log into secure areas of the Website, use a shopping cart or make use of billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way the Website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to the 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).
- **Targeting cookies.** These cookies record your visit to the Website, the pages you have visited and the links you have followed. We will use this information to make the Website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of the Website.

### Uses made of the information

We use information held about you in the following ways:

- **Information you give to us.** We will use this information:
  - to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us
  - to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about
  - to provide you, with information about goods or services we feel may interest you
  - to notify you about changes to our service and
  - to ensure that content from the Website is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
  - to administer the Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes
  - to improve the Website 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 the Website safe and secure

- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you
- to make suggestions and recommendations to you and other users of the Website about goods or services that may interest you or them.

### **Disclosure of your information**

You agree that we have the right to share your personal information with:

- business partners, suppliers and subcontractors for the performance of any contract we enter into with you
- advertisers and advertising networks that require the data to select and serve relevant adverts to you and others (note that we **do not** disclose information about identifiable individuals to our advertisers, but we will provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 30 have clicked on their advertisement on any given day)) and
- analytics and search engine providers that assist us in the improvement and optimisation of the Website.

We will disclose your personal information to third parties if appropriate as follows:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- If Ninjadry 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 of use or terms and conditions of supply and other agreements, or to protect the rights, property, or safety of Ninjadry, our customers, or others (note this includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).

### **Where we store your personal data**

The data that we collect from you will be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It will also be processed by staff operating outside the EEA who work for us or for one of our suppliers. This includes staff 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.

All information you provide to us is stored on secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

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 the Website. 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 marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by contacting us at [support@ninjadry.com](mailto:support@ninjadry.com).

The Website 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. Any access request will be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

## **Changes to our privacy policy**

Any changes we make to our privacy policy in the future will be posted on this page. 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 [support@ninjadry.com](mailto:support@ninjadry.com).

**Ninjadry**

**1 September 2017**