

## GDPR

### **What type of information we collect?**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); and personal profile.

### **How we collect information?**

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

### **Why we collect such personal information?**

We collect such Non-personal and Personal Information for the following purposes:

- 1.To provide and operate the Services;
- 2.To provide our Users with ongoing customer assistance and technical support;
- 3.To be able to contact our Visitors and Users with general or personalised service-related notices and promotional messages;
- 4.To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services;
- 5.To comply with any applicable laws and regulations.

### **How we store, use, share and disclose our site visitors' personal information?**

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to display our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

How we communicate with our site visitors?

We may contact you to notify you regarding your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

### **How we use cookies and other tracking tools?**

Site Cookies -There are two types of cookies:

Session (Transient) cookies:

These cookies are erased when you close your browser, and do not collect information from your computer. They typically store information in the form of a session identification that does not personally identify the user.

Persistent (Permanent or Stored) cookies:

These cookies are stored on your hard drive until they expire (i.e. they are based on a set expiration date) or until you delete them. These cookies are used to collect identifying information about the user, such as Web surfing behaviour or user preferences for a specific site.

**How can our site visitors withdraw their consent?**

If you don't want us to process your data anymore, please contact us at [merlin@merlininternational.co.uk](mailto:merlin@merlininternational.co.uk)

**Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

**Questions and our contact information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [merlin@merlininternational.co.uk](mailto:merlin@merlininternational.co.uk)

In accordance with the GDPR, site visitors have the right to access their data or "be forgotten" (to be permanently deleted from your databases).