



Privacy and cookies policy

We are committed to safeguarding the privacy of our website visitors and customers. This policy (together with our Terms & Conditions) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. By visiting our site this-is-cambridge.com you are accepting and consenting to the practices described in this policy.

The below policy applies where we are acting as a data controller covered by the Data Protection Act 1998 (the "Act"), with respect to your personal data. We may update this policy from time to time by publishing a new version on our website. Check this page occasionally to ensure you are happy with any changes to this policy.

Our website may include hyperlinks to, and details of, third party websites. However, we have no control over, and are not responsible for, the privacy policies and practices of third parties.

How we use your personal data

We may process data about:

1_your use of our website and services ("**usage data**", e.g. your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use). The source of the usage data is our analytics tracking system.

2_your account data ("**account data**", it may include your name and email address, and if you subscribed to our newsletter)

3_information relating to purchases, that you enter into with us and/or through our website ("**transaction data**", such as your contact details, your card details and the transaction details, email correspondence)

4_your subscription data (such as name and email to be used for us to send you newsletters).

This usage data may be processed for the purposes of analysing the use of the website and services for our legitimate interests, namely monitoring and improving our website and services; as well as supplying the purchased goods and services and keeping proper records of those transactions.

Storing of your personal data

The data that we collect from you may be transferred to, and stored at, a destination outside the Economic Area ("EEA"). It may also be processed by staff operating outside the EEA work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the 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 reasonably necessary to ensure that your data is treated securely and in accordance with this policy. Unfortunately, the transmission of information via the internet is not completely secure. Although will do our best to protect your personal data, we cannot guarantee the security of your data to our site; any transmission is at your own risk. Once we have received your information, will use strict procedures and security features to try to prevent unauthorised access.

Disclosure of your information

In order to operate our website shop and services, we may disclose information about you to any of our employees, agents or subcontractors, insofar as reasonably necessary. In addition, we may disclose your personal information to the extent that we are required to do so by law.

Financial transactions relating to our website are handled by our payment services provider Paypal. We will share transaction data with them only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices at www.paypal.com.

If you consent to receive news from us by selecting the 'keep me updated' section in the account section then your personal data will be transferred to MailChimp and processed by MailChimp. MailChimp will perform the applicable processing activities, such as the collection (e.g., via sign-up forms) and storage of personal data (e.g., within our MailChimp account in order to allow us to create and use distribution lists, send marketing email campaigns, and place online advertisements. Mailchimp may transfer you personal data to certain

sub-processors (who, as described in their Data Processing Agreement, perform some critical services, such as helping MailChimp prevent abuse and providing support to our customers).

Retaining and deleting personal data

Personal data that we process for any purposes shall not be kept for longer than is necessary. In some cases it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based on the individual circumstance. We may retain your personal data where such retention is necessary for compliance with a legal obligation.

Your rights

Your principal rights under data protection law are the rights to: access; rectification; erasure; restrict processing; object to processing; data portability; complain to a supervisory authority; and withdraw consent. You should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee. You can access your personal data by logging into your account on our website.

You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed. In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for

direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.

In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of

legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

To the extent that the legal basis for our processing of your personal data is: consent; or that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract, and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply

where it would adversely affect the rights and freedoms of others.

If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

You may exercise any of your rights in relation to your personal data by written notice to us.

Cookies

Our website uses cookies to enable you the best experience on our website. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

Cookies that we use

We may use cookies for the following purposes:

- (a) authentication - we use cookies to identify you when you visit our website in order to remember you when you have logged into your account
- (b) shopping cart - we use cookies to maintain the state of your shopping cart enabling us to maintain your basket across the site and checkout
- (c) personalisation - we use cookies to store information about your preferences and to personalise our website for you

Cookies used by our service providers

Our service providers use cookies, which may be stored on your computer when you visit our website. We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information

gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>.

We also use Mailchimp, who may analyse usage data of our newsletters to you, as well as Paypal to process all website payments. Their service may use cookies in relation to the checkout process. Please check their policy for further information.

Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <http://www.opera.com/help/tutorials/security/cookies/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/kb/PH21411> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

Blocking all cookies may have a negative impact upon the usability of many websites and you may not be able to use all the features on our website.