

PRIVACY POLICY

This Privacy Policy is effective as of 22nd January 2021 and describes how your personal information is collected, used, and shared when you visit or make a purchase from Neon Art By Ash.

- www.neonarts.co.uk does not sell or give away ANY personal information.

PERSONAL INFORMATION WE COLLECT

When you visit or order products or services on www.neonarts.co.uk you may be asked to provide certain information about yourself including your name, contact details and credit or debit card information during the shopping. We may also collect information about your usage of our website as well as information about you from messages you sent to the website and e-mails or letters you send to us.

Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site.

We collect information using the following technologies:

1- Cookies are small amounts of information which we may store on your computer. Cookies make it easier for you to log on to and use the site during future visits. They also allow us to monitor website traffic and to personalize the content of the site for you. You may set up your computer to reject cookies by following the relevant instructions which can be found at www.aboutcookies.org. In that case, you may not be able to use certain features on our site.

2- Log files track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

3- Web beacons, tags, and pixels are electronic files used to record information about how you browse the Site.

OUTSIDE LINKS

This service may contain links to other websites. We are not responsible for the privacy practices of other websites. We may make chat rooms, forums, message boards, and/or new groups available to our members. Please remember that any information that is disclosed in these areas becomes public information and you should exercise caution when deciding to disclose your personal information.

DATA CONTROLLER

The data controller for all personal data could be collected through emails, phone calls, online registration forms, event registration forms and face to face meetings. This means that we are responsible for deciding what data we collect and how we hold and use your personal data.

We use Google Analytics 'cookies' to help analyse how visitors use the site. They collect information and visitor behaviour in an anonymous form. This information is transmitted to Google and is used by Neon Art By Ash Ltd in a statistical form.

You can turn off 'cookies' after you receive the notification pop-up on our website or by going into your browser settings or alternatively, you can use the website anonymously depending on the search engine you are using, for example, 'In Cognito' using Apple Mac.

USE OF YOUR INFORMATION

Your information will enable us to provide you with access to all parts of our website and to supply the goods or services you have requested.

The personal data collected is used by Neon Art by Ash Ltd. to also give you information in relation to Neon Art By Ash website, products, customer administration, account management with existing customers, to process and respond to queries received, and to send marketing communications on Neon Art By Ash' behalf or on behalf of Neon Art By Ash' patrons and strategic partners. Neon Art By Ash Ltd may perform statistical analyses of user behaviour and characteristics to measure interest in and the use of various sections of the website. Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- Inform you of any special offers or new products that become available at Neon Art By Ash, however we will give you the option to unsubscribe to any email literature that we send out.

If you choose to opt out of promotional/marketing emails, this will not stop all communication from us, if the communication is in the legitimate interest of the business, for example (but not exclusively), technical/maintenance information regarding your purchase.

SECURITY AND DATA STORE

We are committed to ensuring that the personal information we collect is secure. In order to prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the personal information and protect it from misuse, interference, loss and unauthorized access, modification and disclosure.

We cannot guarantee the security of any information that is transmitted to or by us over the Internet. The transmission and exchange of information is carried out at your own

risk. Although we take measures to safeguard against unauthorized disclosures of information, we cannot assure you that the personal information we collect will not be disclosed in a manner that is inconsistent with this Privacy Policy.

The personal data collected is stored in Neon Art By Ash' CRM system and other appropriate data management systems, both paper based and electronic. Personally identifiable information will not be disclosed to any third party except if permission has first been obtained from the users. The data will not be transferred to any agency located outside the EU. At regular intervals, we will:

DISCLOSURE OF PERSONAL INFORMATION TO THIRD PARTIES

We may disclose personal information to:

- our employees, contractors and/or related entities;
- our existing or potential agents or business partners;
- anyone to whom our business or assets (or any part of them) are, or may (in good faith) be, transferred;
- credit reporting agencies, courts, tribunals and regulatory authorities, in the event you fail to pay for goods or services we have provided to you;
- courts, tribunals, regulatory authorities and law enforcement officers, as required by law, in connection with any actual or prospective legal proceedings, or in order to establish, exercise or defend our legal rights;

SOCIAL MEDIA

We may use third party provided tools such as Hootsuite to manage our social media interactions. If you send us a private or direct message via social media the message may be stored by Hootsuite. Like other personal data, these direct messages will not be shared with any other organisations.

ACCESS, REVIEW AND CORRECTION

It is important that the personal data we hold about you is accurate and current. We will take all reasonable measures to ensure that the personal data we hold about you is accurate. We have also implemented procedures to enable you to review and correct your personal information, should there be any changes to your circumstances or errors in the gathered data. When you make a request to access or review the personal data we hold about you, we will request you to verify your identity before the request can be fulfilled.

In addition to the rights of access, review and correction, you have the right to object to your personal data being processed for any particular purpose, or to request that we stop using your information. If you wish to exercise these rights, please e-mail info@neonarts.co.uk or send a letter marked "Data Protection" to Neon Art By Ash' offices at No 4, Rothbury court, 7 Symbister Road, Brighton, BN1 1HH, East Sussex. If you have further concerns about how we use your personal data, you also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the data protection authority for the UK. Please visit <https://ico.org.uk/> for more details on your data protection rights and how to contact them.

CHANGES TO OUR PRIVACY POLICY

Any changes to our privacy policy in the future will be posted to the website and, where appropriate, through e-mail notification. We recommend you check our Site regularly to ensure you are aware of our current Privacy Policy.

This privacy policy was last updated on 22nd January, 2021 and can be downloaded [here](#).