

PRIVACY POLICY



**ADDO
PLAY**
LTD

OUR PRIVACY PROMISE

We're committed to protecting our customers' personal data – old and new. We'll always keep your data safe, up to date and only ever use it for what you have requested.

Here's what you need to know...

- We'll always keep your personal data safe and secure
 - it's our number one priority to us.
- We'll only ever use your data to improve your experience.
- We'll only ever use your data for marketing if you have told us you want us to
 - and we (pinky) promise to never SPAM you.
- If we no longer need your personal data we will delete it
 - we love to keep our systems clean of cobwebs!

HOW WE USE YOUR INFORMATION

Your name & contact details (phone number, email, address)

Why we collect it

- To update you on the latest products.
- Fraud prevention.
- To provide efficient customer service support.

How we use it

- To send you directly the information you have requested.
- We will only send you marketing messages via email, text or through adverts on other websites if you have given us clear consent to do so.
- To help us detect and prevent fraud.

Your contact history with us (customer service calls)

Why we collect it

- Provide customer service support.
- In order to train new staff.

How we use it

- You expect the best level of customer service from our team. To allow us to do this we keep a history of all correspondence so you don't need to explain everything that's happened each time you speak to us.
- In order to provide the best customer service we're always looking for ways to improve - these conversations allow us to learn and develop our customer support.

Your laptop/mobile/browser details

(IP address, location services, how you behave on our website).

Why we collect it

- To improve the online experience you have with us.
- To protect our website & all its users.

How we use it

- To help us detect and prevent fraud.

ADDO PLAY LTD.

Anglo Office Park, White Lion Road, Amersham, HP7 9FB, UK
Head Office +44 (0) 1494 917250 • Email: hello@addoplay.com • www.addoplay.com
Company Registration No. 09438682



Your responses to surveys, competitions

Why we collect it

- To run engaging competitions for our customers.
- To improve your overall experience using information collected from customer feedback surveys.

How we use it

- We need your entry in order to count it as part of our prize draw mechanic for competitions.
- We take your suggestions, analyse them and put the best ones into practice to improve the experience for you and all customers.

SHARING YOUR INFORMATION

We do not sell any of your personal data to any third parties.

Marketing

We only use your information for marketing purposes when specific consent has been provided by you agreeing for us to do so.

You can unsubscribe from marketing communication at any time by:

Contacting our customer service team.

YOUR DATA, YOUR RIGHTS

You have the right to:

- Request a copy of the information held on you.
- Correct the information we hold on you.
- Have the information we hold on you deleted.

In order to act upon one of your above rights, or if you just have a question, please write to:

The Customer Services Manager

RE. GDPR

Addo Play Ltd.

Anglo Office Park,

White Lion Rd,

Amersham,

Buckinghamshire. HP7 9FB

OTHER WEBSITES

Our website and marketing communications may contain links to other websites run by carefully selected partners. We don't run these websites so we cannot be responsible for the protection and privacy of any information which you provide whilst visiting them. Please look at the privacy statement applicable to the website in question before supplying any personal details.

COOKIES

Our website uses cookies to collect information. A cookie is a piece of text which asks permission to be placed on your computer's hard drive. Once you agree, your browser adds that text in a small file.

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Cookies also enable us to check which pages are the most popular on the site and how visitors use our site. A cookie does not give us access to your computer.

The 'help' menu in most web browsers will tell you how you can be informed when you receive a new cookie or how to disable cookies altogether. However, we recommend that you leave cookies turned on as they allow you to access some of the most useful features.

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