Privacy Policy

1. Our guiding privacy principles

Out of Hand Ltd is committed to upholding your privacy as a valued client, prospective client, customer or user of this or any other Out of Hand Ltd website. The personal data about you that we collect process or use ('Data') is held securely and treated in accordance with this Policy. Whenever you give us Data, you are consenting to its collection and use as explained at the time of collection and in this Policy, including our use of 'cookies' (see section 7).

We operate an integrated communications programme which means we use your Data to communicate with you through several different channels; including direct mail and email (see sections 4 and 5). Our aim is to keep you up-to-date, however if you feel you no longer wish to receive direct mail or email communications from us, you are able to 'opt out' of them individually at any time (see section 6).

If you would like to contact us at any time with regard to this Policy or its contents please contact Out of Hand Ltd Head Office - contact details can be found on www.outofhand.co.uk

2. What personal data do we collect?

If you visit the Out of Hand Ltd website, your Internet Protocol ('IP') address and other information relating to your visit will be tracked by a method called URL Rewriting where the link (URL) to any page on the site has a unique session ID appended to it (see section 7 for more details).

If you wish to interact with Out of Hand Ltd, you will need to become a registered customer. That process will involve you providing us with Data about you such as your name, address, email address and business type. Similar and other Data may be requested if, either online through Out Of Hand Ltd or by email, or by post, in person or telephone, you order Out of Hand Ltd products or services or apply for a Credit account.

After you first request information from the Out of Hand Ltd, purchase any other Out of Hand Ltd goods or services, or become a registered user of outofhand.co.uk, we will collect other Data such as when you request information or publications, sign up for conferences or other Out of hand Promotional events or surveys.

When you order certain goods and services from Out of Hand Ltd you will be asked for further Data such as your credit card details and expiry date and to verify the delivery address where relevant.

3. Disclosure of information

The Out of Hand's use of your Data for any of the purposes disclosed in this Policy, or any other purposes disclosed in any separate communication, may involve Out of Hand Ltd sharing it with third party suppliers such as contractors, agents or professional advisers appointed by Out of hand Ltd to assist Out of Hand Ltd in providing services, facilities and products.

In no other case, unless obliged to do so by law, will Out of Hand Ltd sell, rent, lease or otherwise share your Data with third parties, unless you have provided your specific, positive and unambiguous consent.

4. What we use your data for

Data about you provided to Out of Hand Ltd will be used for the purposes described at the time of collection. It may also be used for the other purposes described in this Policy. For instance, Data will be used by Out of Hand Ltd to record client product and service usage patterns and your use of the Out of Hand's other services, goods and facilities, thus helping us to administer these effectively and provide the highest possible level of service. It also helps us better understand your needs and interests.

If you are an Out of Hand Ltd client/customer your Data may be used to send you, by post or by email, any Out of Hand publications made available to Out of Hand Ltd including regular monthly magazines, newsletters and updates on regional events and activities. It will also be used for Out Of Hand Ltd administrative purposes such as promotional sales reminders and notifications. If you are not an Out of Hand Customer your Data may be used to send you regular updates about the latest information and services available from Out of Hand Ltd, by post or email.

We will always require you to supply an email address when you complete a transaction on Out of Hand Ltd, for email confirmation and administration purposes. However, when capturing your email address we may also offer you the chance to 'opt in' to receive other email communications. If you do not ask to be sent these communications, you will only receive email for administration purposes.

Data may also be used to send Out of Hand Clients/Customers and potential Clients/Customers promotional communications as described in the 'Promotional Communications' - section 5 below.

5. Promotional communications

Unless you have previously opted out of receiving such communications (see 'Opting out' - section 6), your Data will be used by Out of Hand Ltd for marketing, advertising and promotions ('Promotions'). These Promotions may advertise Out of Hand sale events and other Out of Hand services, goods and facilities, some of which are offered to you in partnership with specially selected partners of the Out of Hand Ltd. Because of this, Data may be shared with them solely for the purpose of informing you of such Out of Hand Ltd events, services, goods and facilities.

Other Promotional communications may also invite you to participate in surveys or prize events sponsored by third parties. These third parties will have been specially selected by Out of Hand and third party Promotions will not result in your Data coming into the third party's possession unless you give separate consent to this occurring, for example if you participate in a survey or prize draw or subsequently place an order with the third party. In that event please check notices supplied by that third party for information as to how they will make use of your Data.

Promotional communications may be made by post, facsimile, or email. In the case of email communications these will only be sent to you if you have opted into the Out of Hand Ltd use of email to communicate with you on these matters. For more details on how you can opt in or out of email communications please visit www.outofhand.co.uk

6. Opting out

You may at any time opt out of any future Out of Hand Ltd communication, digital or non-digital, Promotional or non-Promotional. If you wish to opt out of receiving postal communications please contact Out Of Hand Ltd (contact details in section 1). If you wish to opt out of email communications please use the 'Unsubscribe' link provided and follow the instructions. Alternatively you can go to www.outofhand.co.uk/optout and change your email subscriptions or contact your Regional Office - see 1 above.

7. Cookies

A cookie is a small piece of data that is sent from our web server to your browser when you visit www.outofhand.co.uk. It is stored on your hard drive. There are several types of cookie that are used to keep track of information needed by a site user as they travel from page to page within a website. We use cookies to we do so by inserting a temporary cookie to their PC's hard drive.

Other types of cookie can be used to track internet activity after the user has left a website. These are normally facilitated by organisations external to the website being visited and are generally known as 'third party' cookies. These usually have a long lifetime with several months being quite common. They are "harvested" and "refreshed" whenever the user visits a page where the same or a similar cookie is being used. We currently have two third party cookies written from www.outofhand.co.uk as follows:

We use google analytics' to measure and analyse visitor information related to our web site. For that purpose, your IP Address, Internet traffic data and data on your browser type and PC are collected.

We will not use any of this data to identify you personally, it is used only to monitor and improve www.outofhand.co.uk.

Internet browsers normally accept cookies by default, but it is possible to set a browser to reject cookies, however, this may reduce the functionality.

Supplementary information

We may supplement your personal data with other Data about you we have received from third parties, provided that they have obtained and shared that Data with us in a manner that is compliant with all relevant laws and codes. For instance a third party may be used to verify your payment details. We may also combine Data about your purchasing habits with similar. Data about you to create a personalised user profile. We can then use this to send you communications which are more likely to be of interest to you.

Maintaining the information we hold about you

Out of Hand Ltd aims to keep the Data it holds about you accurate and up to date. If at any time you want to verify, update or amend any Data we hold about you or if you become aware of possible errors or inaccuracies in that Data, please visit www.outofhandltd.co.uk

If you wish to opt out of further use of your Data for any purpose, please refer to Section 6 on 'Opting Out.'

Links to third party sites

Out of Hand Ltd may contain links to other sites, provided as a convenience to you. You are under no obligation to use these sites, but if you choose to do so, please be aware that these sites have separate content, privacy and data collection policies. Please refer to these before interacting with the site. Out of Hand Ltd cannot accept responsibility for any use of your Data by these sites.

Surveys

Out of Hand Ltd may from time to time invite you to participate in surveys. This may occur online or using other communication channels. Anonymity of individual respondents and protection of personal details will be maintained except where you have expressly granted permission to the contrary. Information gathered through surveys will be researched and compiled on an aggregated basis and results may be published on www.outofhand.co.uk or elsewhere. Such results will not identify you. The information will be used to help us formulate our policy positions and to monitor or improve www.outofhand.co.uk and Out Of Hand products and services.

Security

Out of hand ltd places great importance on the security of all Data associated with our clients, customers, stakeholders and other contacts. We have security measures in place to protect against loss, misuse or alteration of Data under our control.

Unfortunately no transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal data, we cannot warrant the absolute security of any Data you transmit to us online or to any other persons providing products or services online through www.outofhand.co.uk.

Transactions

As part of our commitment to offering you a wide range of products and services, we enable you to make purchases from us or sometimes direct from a third party seller ('Seller'). If you choose to make a transaction direct with a Seller, for instance online through www.outofhand.co.uk or a Out of hand Ltd email, we will make it clear that you are being transferred to the Seller. Offline, it will be clear from the marketing communication if you are being asked to contact the Seller direct to place an order. This is important because when you choose to order direct from the Seller, you become their customer and use of your data is then the Seller's responsibility and subject to any Privacy Policy which they may have.

If you order products or services from the Out of Hand Ltd, an outside delivery company where relevant and a credit card processing company may be used to fulfil the order and process payment. In these instances these companies do not retain, share, store or otherwise use personally identifiable information for any other purpose.

Notification of changes

Out of Hand Ltd reserves the right to modify, alter or otherwise update this Policy at any time and users are encouraged to review this Policy from time to time. Any changes to the Policy will be highlighted on the www.outofhand.co.uk homepage and the previous Policy will be available on www.outofhand.co.uk for at least six months after the change has come into effect.

Out of Hand Ltd is registered with the Data Protection Register: Reg. no. Z7840168