

Privacy notice - format

Introduction

- Privacy is high in our list of priorities and a promise we will keep to you as everyone deserves privacy and to build trust with our brand ensure we will maintain all information in a private location with SSL (secure socket layer) rest assured your information is safe with us.
- Amongst the information we collect is only your name, email address, phone number & delivery address firstly to know where to deliver your order & in case we need to contact you regarding your order or if you sign up for our newsletter.

We highly recommend that you read this document carefully before placing an order or signing up to the newsletter however any information store can and will be removed upon request. Please contact us if you have any further queries about this at support@thread-harbour.com

Who we are?

Neil Allen can be contacted via our represented office at Thread Harbour Clothing Ltd, Capital Office, 124 City Road, London, EC1V 2NX or our email support@thread-harbour.com, email would be a much faster approach in addition our WhatsApp details are available at the bottom of our homepage via the WhatsApp Icon.

What information do we collect?

The type of information we collect are Name, address, and contact information including gender to verify you receive the correct items/gender based clothing style you can rest assured it will be seen by nobody outside of the company and that is only to process your order, communicate with you and know where to deliver your orders. This information is collected upon registration, so you are now aware why we collect it. Part of this information can also be collected on our newsletter page if you decide to subscribe for it and at any time you decide that you no longer want to be in receipt of this, we are happy to remove you from the newsletter inclusion upon request. We do not gather any information from a 3rd party nor do we share your information with them. We have no access to sensitive data your payment information goes straight through the payments system (Stripe) or PayPal if you choose that payment method.

How do we use personal information?

- Cookies are used which you will receive a notice of usually at first visit to our website.
- This is only used to enhance user experience.
- Registration for an account
- Delivering marketing and events communication
- Carrying out polls and surveys including promotional offers
- Internal research and development purposes
- Providing goods and services
- Legal obligations (eg prevention of fraud)
- Meeting internal audit requirements

From a legal standpoint we adhere to all GDPR current regulations word for word.

Consent:

- Consent must be freely given, specific, informed, and unambiguous. It requires a clear affirmative action from the data subject, such as ticking a box or clicking an opt-in button. Data controllers must make it as easy to withdraw consent as it is to give it. Consent must be obtained before processing begins, and individuals should be informed about their right to withdraw consent at any time.

Contract:

- Processing is necessary for the performance of a contract with the data subject or to take steps at the request of the data subject before entering into a contract. This legal basis applies when processing is required to fulfill contractual obligations, such as delivering goods or services to the data subject.

Legitimate Interests:

- The processing must be necessary for the legitimate interests pursued by the data controller or a third party, except where such interests are overridden by the interests, rights, or freedoms of the data subject. Data controllers must conduct a legitimate interests assessment (LIA) to balance their interests against the rights and freedoms of the data subjects.

Vital Interests:

- Processing is necessary to protect the vital interests of the data subject or another natural person. This legal basis is typically invoked in emergency situations where the life or health of an individual is at risk.

Public Task:

- Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the data controller. This legal basis applies to public authorities or bodies performing tasks in the public interest or exercising official authority.

Legal Obligation:

- Processing is necessary for compliance with a legal obligation to which the data controller is subject. This could include obligations under EU or member state law. Examples include obligations related to employment, taxation, or health and safety regulations.

In summary, each legal basis for processing personal data under the GDPR has its own set of criteria and requirements that must be met to ensure lawful processing. Data controllers must carefully assess which legal basis is most appropriate for each processing activity and ensure compliance with the principles and obligations outlined in the GDPR.

Processing of your personal information is used for placing orders and Newsletter inclusion. While processing this information as explained stripe and pay pal will be the companies that receive your sensitive information such as payment information If at anytime you would like to have any information deleted that we carry about you then contact us at Support@thread-harbour.com. We do have SSL technology on our website to keep your data safe.

By Placing an order on our platform available at www.thread-harbour.com you are giving us consent to store and use your data as explained. This is used solely for the legitimate interest of you as a customer, any promotional offers deemed beneficial by us, we then must comply with contractual obligations to then fulfil your order or request.

When do we share personal data?

The parties who are shared this information has been covered above under the heading “What information do we collect?” The information is shared electronically from our checkout directly to PayPal or stripe with our SSL which stands for Secure Sockets Layer. It's a standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral. SSL is commonly used to secure credit card transactions, data transfer, and logins, and it's essential for protecting sensitive information transmitted over the internet.

Where do we store and process personal data?

At Thread Harbour Clothing Ltd, we prioritize the security and privacy of our customers' personal data. We are committed to ensuring that all data is processed in accordance with our privacy policy and the relevant laws of the country where the data is located.

- ****Data Storage Location****: We store and process personal data exclusively within the data subject's home country. This means that all customer information, including names, addresses, payment details, and any other personal data collected during transactions, remains within the borders of the country where the customer resides.
- ****Security Measures****: We implement robust security measures to safeguard the personal data stored on our servers. This includes encryption techniques, access controls, regular security audits, and compliance with industry best practices for data protection.
- ****Compliance with Privacy Policy****: Our privacy policy clearly outlines how we collect, use, disclose, and protect personal data. We ensure that all processing activities align with the principles and commitments outlined in our privacy policy.
- ****Legal Compliance****: We diligently adhere to the applicable laws and regulations governing data protection in the country where the data is located. This includes compliance with the General Data Protection Regulation (GDPR) in the UK and the European Union,
- ****Regular Reviews and Updates****: We regularly review our data processing practices and update them as necessary to remain compliant with evolving privacy laws and regulations. This includes staying informed about changes in legislation and implementing any necessary adjustments to our procedures.
- ****Transparency and Accountability****: We are transparent about our data processing activities and accountable for our handling of personal data. Customers can contact us at any time to inquire about how their data is being processed and to exercise their rights under applicable data protection laws.

By storing and processing personal data exclusively within the data subject's home country and following these outlined steps, we ensure that our practices align with our privacy policy and the applicable legal requirements, providing our customers with peace of mind regarding the security and privacy of data.

How do we secure personal data?

HTTPS (Hypertext Transfer Protocol Secure) is a widely used technology that provides encrypted communication and identity assurance on the Internet. Security certificates are used to verify the ownership of Internet domains. If you see a black padlock security badge in your combined address and search bar, then according to your operating system's configuration, you are securely connected to the website. However, it is still your responsibility to make sure that the address is correct. When in doubt, type the address by hand.

If you'd like more information about a site's security certificate, click on the security badge and click the Certificate (Valid) link. Your Internet Browser will provide the certificate's issuer, the type of certificate, and whether the issuer is publicly known and valid.

Publicly known issuers and their certificates are validated against several security and identity checks. Your browser will warn you if some part of a publicly known issuer's certificate is questionable. You may choose to proceed but the browser cannot guarantee your security.

To see which HTTPS/TLS certificates are used by your browser and how it handles them:

Go to Settings. Click Advanced and locate click Privacy & security. Under Privacy and security, click Manage certificates.

A note about local certificate issuers

Some connections can be certified by certificates from local issuers, either from apps on your machine or other non-public sources (such as a local intranet). These issuers can be used to verify secured connections in the browser. Most of these connections are valid. For example, debugging applications, third-party security scanning, and parental filters may rely on locally issued certificates.

Connections certified by certificates from local issuers aren't screened by the same security standards as publicly known issuers and certificates. Such screening is too strict and may not allow connections to work as intended. Malware or viruses may use these certificates to view encrypted information or inject ads.

If you wish, you can configure the browser to warn you about public sites that use certificates from local issuers. If you continue to browse on these connections, be aware that some security measures, such as certificate pinning and Certificate Transparency, will be disabled for all such connections during your browsing session.

All of our machines have up to date Anti-Virus and internet security software.

The only data we personally maintain a record of is collected on the Newsletter and contact us page which is located at <https://www.thread-harbour.com/news-contact> and only fields marked with an Asterix are kept and maintained.

This information is kept until a request is made for the data to be removed.

Information is only stored locally and will be removed if no further contact is made with us within a 12-month period, we do not keep physical records of this information.

Once an order is placed and processed then the invoice containing any necessary data required to process the order will be included with your product/order.

Your rights in relation to personal data

Under the GDPR, you we respect the right of data subjects to access and control their personal data. Further information can be found in our privacy notice found in our FAQ section at <https://www.thread-harbour.com/faq>.

You have the right to

- access your personal information.
- correction and deletion
- withdrawal of consent (if processing data on condition of consent)
- data portability
- restriction of processing and objection
- lodging a complaint with the Information Commissioner's Office

To exercise your rights please contact us at support@thread-harbour.com where we aim to respond to subject data requests. Identification checks will be required for the requested information to be removed. This will include a correspondence from us via a telephone call to ensure that data removal is only made by the person who owns the data/account.

There may be circumstances where data subject rights may be limited, eg if fulfilling the data subject request may expose personal data about another person, or if the request to delete data which we are required to keep by law.

Use of automated decision-making and profiling

As the owner of an online clothing brand based in the United Kingdom, I make use of various automated systems to enhance customer experience and streamline operations. Here's how automated decision-making and profiling applies to thread harbour clothing ltd:

Automated Decision-Making:

- On the online store [thread-harbour.com](https://www.thread-harbour.com), automated decision-making may come into play when determining aspects such as order processing, shipping, and returns. For example, we may automatically generate shipping labels or calculate delivery estimates based on predefined rules and algorithms.
- Additionally, our AI-powered customer service chatbot handles inquiries outside of business hours. This involves automated decision-making to provide responses and assistance to you based on programmed algorithms and predefined scenarios.
- It's essential to ensure transparency regarding the use of automated decision-making at www.thread-harbour.com's online store. You may access human support if needed, especially for complex or sensitive inquiries which cannot be done via the chatbot, WhatsApp communication, Email or Phone calls are acceptable for this nature.

Profiling:

- We may engage in profiling to personalize the shopping experience for you the customer. For example, Thread-Harbour.com may analyse past purchase history, browsing behaviour, and demographic information to recommend relevant products or tailor promotional offers.
- Additionally, the use of automated email technology communications, promotions, and customer engagement. Profiling techniques may be employed to segment our email list and send targeted campaigns based on customer preferences and behavior.
- While profiling can enhance customer engagement and marketing effectiveness, it's crucial to ensure compliance with data protection laws. Customers should have the option to opt out of profiling or unsubscribe from promotional communications if they choose to do so.

In summary, as an online clothing brand based in the UK, our use of automated systems like a chatbot and email automation tools involves automated decision-making and profiling. It's for this reason we find it important to maintain transparency, respect privacy, and comply with data protection regulations to build trust and loyalty.

How to contact us?

You may contact us via support@thread-harbour.com, +44 7375 983354 for WhatsApp or directly via +44 7428 712417 if you have questions or concerns surrounding our privacy practices, your personal information, or if you wish to file a complaint.

Use of cookies and other technologies

Default behaviour of internet browsers are as follows:-

Sites automatically follow this setting when you visit them *Allow third-party cookies*.

Sites can use cookies to improve your browsing experience, for example to keep you signed in or to remember items in your shopping basket.

Sites can use cookies to see your browsing activity across different sites, for example, to personalise ads and user experience.

If you would like to change these settings, you must do so via your browser's settings page. For example, anyone using opera browser can access these settings by typing "settings/cookies" into the address bar. Chrome users "chrome://settings/?search=cookies" and for users of MS Edge "edge://settings/?search=cookies"

All setting alternatively are accessible via your browsers settings page which we are happy to help you with if you require so.

Our use of cookies includes shopping cart and Wishlist data which can be supplied back to us via an email, Login, and registration information to keep you logged in if you decide to do so. We do not track your movements beyond gathering information via google analytics which tells us where our customers are geographically visiting from, what pages are accessed within our domain, the type of device being used to access the store whether it be a Desktop computer, a mobile phone or even a tablet.

Examples are provided below.

Page analytics

Page/Visitors

[Home](#)/116

Shop/23

[Hoodies](#)/19

Hoodys/18

[Tee's](#)/16

Hoodies-shop/14

T-shirts/14

Device used to access our site

Device	Visitors	Orders
Desktop	74	2
Mobile	55	0
Tablet	9	0

Source of traffic

Direct traffic	98	2
Social Media	21	0
Search engines	20	0
Referring websites	2	0

Linking to other websites / third party content

We do not have any links to external websites therefore you can rest assured that any links you click on remains within the responsibility of ours and will be carried out maintaining the mandate of all current and relevant Legalities and policies. We do not endorse the sharing of any of your information provided that is not required by current UK legislation.