

Information on personal data protection (GDPR)

Compliance with privacy law is an ethical value of our company as stated in our privacy policy. You will find below detailed information about how we use your personal information.

Q1 Who are the data controller of your personal data?

A1 Your personal data is processed by red-cape.co.uk (promotions control team) who are managing our website and promotions as well as

Red Cape Solutions, Huddersfield Comic-Con, Hali-Con, Dale-Con, HuddsFest, Jurassic Adventures, Monkey GigsList

Our HQ is The Fortress of Solitude, 9 Birkhouse Lane, Huddersfield, HD4 5AD.

Q2 How we use your personal data

A2 We may collect personal information from you where you fill in any forms on any part of our website or register with us. We may also collect your information where you make enquiries or correspond with us by phone, email, live chat or otherwise

The purposes for which we use your information and the legal basis under data protection laws on which we rely to do this are as follows:

- It is necessary for the **visiting and using our website** to collect some basic information from you and we achieve this by using cookies (Please refer to our cookies policy):
- It is necessary for our **legitimate interests** or those of a third party such as the website control team
 - o analysis to inform our marketing strategy, and to enhance and personalise your customer experience;
 - o creating a profile of you to determine what products and services you may be interested in for direct marketing purposes;
 - o customer satisfaction or market research surveys;
 - o for further website development, statistical analysis market research in order to continually improve your experience (however you can ask us not to contact you for this purpose at any time);
 - o marketing activities (other than where we rely on your consent) e.g. following up on marketing leads, sending targeted marketing messages via social media and other third parties;
 - o prevention of fraud and other criminal activities;

- o to verify the accuracy of data that we hold about you and create a better understanding of you as a customer;
 - o to correspond or communicate with you;
 - o monitoring communications between us (calls, letters, emails and texts) to prevent and detect crime, to protect the security of our communications, systems and procedures, and for quality control and training purposes
 - o network and information security in order for us to take steps to protect your information against loss or damage, theft or unauthorised access;
 - o to comply with a request from you in connection with the exercise of your rights (for example where you have asked us not to contact you for marketing purposes, we will keep a record of this on our suppression lists in order to be able to comply with your request);
 - o assess and improve our service to customers through recordings of any calls with our contact centres;
 - o providing you with customer service, including answering questions and responding to feedback and complaints
 - o for management and audit of our business operations including accounting and analysis of orders placed via our website
- It is necessary for compliance with a **legal obligation**. This includes when you exercise your legal rights under data protection law, to verify your identity, for the establishment and defence of our legal rights, for activities relating to the prevention, detection and investigation of crime, to conduct credit, fraud prevention and anti-money laundering checks and for compliance with our legal and regulatory responsibilities.

When we send you marketing information, we make sure to send you information that fit your needs or that are really of interest to you. Indeed, thanks to your personal data you provided to us directly or via one of our partners, or that we collect automatically (when you visit our websites or use our mobile applications), we create a profile of you which allows us to assess and predict as well as possible your personal preferences and/or interests for our products and services. Better knowing you helps us improving your satisfaction.

More generally speaking, we undertake to collect only the personal data that are necessary for each purpose for which we process your data.

Your information is provided to us voluntarily. However, where you complete any of our online forms through our website, and do not provide us with required information that we request from you (indicated by a star (*)), we will not be able to proceed with your online enquiry or order.

Q3 How long do we retain your personal information?

A3 We undertake to keep your personal information for no longer than is necessary for the purposes for which we process them, in accordance with the regulations.

In order to calculate the retention period of your personal data, we use notably the following criteria:

- The duration of your cookies.
- The time required to proceed your request or your claim,
- The duration for which your user account or your shop is opened, unless you have been inactive for 3 years,
- Your reactivity to our marketing information,
- The need to keep a record of your interactions with us, for a good management of our commercial relationship,
- Our legal or regulatory obligations.

We may have to keep some of your personal data for a longer duration, in an archive file, in order for us to be able to defend in a legal action, until the end of the statute of limitation provided by applicable law.

Q4. Who can access your personal data?

A4. We may share your information with:

- Companies and consultants providing services to us (for example, marketing agencies, mail outsourcing service providers, information technology service providers who provide and maintain our systems and our website host). Those companies and consultants providing services to us will only use your information to provide those services to us;
- Other members of Red Cape Solutions for product development, statistical analysis and audit purposes;
- Members of Red Cape Solutions network, including their business partners;
- Credit/debit card payment processors (including PayPal);
- A purchaser or potential purchaser of our business or otherwise in the event of a merger, re-organisation or similar event;
- Third party insurance providers.
- The police, fraud prevention and identity authentication entities, other law enforcement agencies, government and tax authorities in the United Kingdom or abroad in order to detect, investigate and prevent crime (please note that fraud prevention agencies may also enable law enforcement agencies to access and use your information to detect, investigate and prevent crime).
- The courts in the United Kingdom or abroad as necessary to comply with a legal requirement, for the administration of justice, to protect vital interests and to protect the security or integrity of our business operations.

As far as possible, we store your information on servers located within the European Economic Area (EEA). However, if some of our services providers are located outside of the EEA, your personal information will therefore be processed in those countries. Some of those countries may have a different regulation on data protection than the European Union. In such cases, we pay special attention to make such transfer compliant with applicable regulation and put in place equivalent safeguards with respect to the protection of your privacy, fundamental rights and freedoms to the ones offered by the European Union (notably by using Standard Contractual Clauses of the European Commission). Upon written request sent to the address mentioned in the below section “Your rights”, we may provide you with further details on those data transfers (especially the Standard Contractual Clauses of the European commission).

Finally, we may have to share your personal data with third parties as necessary to comply with a legal obligation or administrative or judiciary decision.

Q5. Your Rights

A5. You have the following rights in respect of the processing of your personal information:

- To request **access** to your information, in other words to receive a copy of them,
- To have your information **corrected**, if it is inaccurate or not up to date, which will help us to comply with our obligation to have up-to-date information about you,
- To have your information **erased** (also known as the right to be forgotten), although such right might be limited in view of our contractual or legal obligations,
- To **receive** a copy of your information in a structured, commonly used and machine-readable format, and transmit it to another data controller (also known as the right to data portability),
- To **object** to processing of your information, on grounds relating to your particular situation, and to **restrict** processing of your information, in the cases provided by the regulation,
- To **object** to marketing information (notably when profiling is used), you can unsubscribe by using the unsubscribe link in the email we send you,
- To **withdraw** your consent at any time, for the purposes for which we collected your consent.

To exercise any of these rights, you may contact us, providing a proof of your identity, by email at team@red-cape.co.uk, by post at:

Customer Relations:

Red Cape Solutions Ltd.

Fortress of Solitude

9 Birkhouse Lane

Hudds, HD4 5AD

You can unsubscribe from receiving our mailings at any time by sending a request to team@red-cape.co.uk - You can also [unsubscribe](#) at any time in the future by using the link that appears in the footer of every email that we send to you.

Finally, you have the right to lodge a complaint with the Information Commissioner's Office about the processing of your personal data. We encourage you to contact us before making any complaint and we will seek to resolve any issue or concern you may have.

Q6. Link to other information

A6. We may automatically collect technical information about you when you visit any part of our website or use our mobile app, including your IP address, your browser settings, using trackers (cookies).

For more information on this, please read our cookies policy available at: **[Cookies URL](#)**

Q7. Modification of this page

A7. We may modify from time to time the information of this page. When required or needed, we therefore invite you to have a look at it at every visit to get the up-to-date version.

Version 02, updated on 23/05/2018