



## GDPR Customer Privacy Notice

### Who are we?

Since our establishment in 1820, S. Carr & Son Ltd has strived to provide high quality customer service at the heart of everything we do. In keeping with GDPR regulations, at Carrs we are known as the 'controller' of personal data you choose to provide to us.

### How do we collect information from you?

During your experience at Carrs we may request some information from you. Our staff will request your information when completing procedures for services such as repairs, valuations, ordering items, enquiries, commissions, and during payments. All information you provide is voluntary however your refusal to submit certain data may restrict our ability to offer you certain services.

### What type of information is collected from you?

Depending on the service offered we may request some basic information from you. This may include your name, address, postcode, telephone number, payment details and size (for jewellery repairs and orders). We also use CCTV systems for security purposes in keeping with the regulations of the Information Commissioners Office.

### How do we use your information?

At S. Carr & Son the security of your information and items are vital. In most cases we collect your information for identification purposes and to prevent fraudulent activity. At the time of purchase, we may request your information to create an account on our system which enables our customers to pay deposits, add payments to account verify postcodes and provide purchase history, you may refuse to submit this information however we would be unable to provide these services. CCTV footage may be used as evidence in conjunction with the authorities in the event of an incident.

### How long do we keep your information?

We keep your information for 7 years from the collection of the item (if applicable). All system accounts are kept indefinitely. CCTV footage is kept for 30 days, excluding in the event of an incident. Payment details from card transactions (card number and transaction amount) are securely stored in accordance with PCI regulations. However, as a customer you have the right for your information to be deleted and we will happily do so if you ask. All information is stored securely and in keeping with current data protection regulations.

### Marketing consent

Should you wish to receive marketing information for a certain brand, you will be asked to complete a consent form to opt in and confirm that you would like your data to be used for marketing purposes. You reserve the right to withdraw this consent at any time.

S. Carr & Son reserve the right to change this policy at any time.

For more information on our data protection procedures, including information corrections or deletions please speak to a member of staff.