

## BANNER INNOVATION PRIVACY POLICY

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Banner Innovation and Wimborne Guitars are the names under which Mark Banfield trades. Mailchimp is used as a partner company to manage the contact information for our customers. This privacy policy will explain how our organization uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

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## WHAT DATA DO WE COLLECT?

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Banner Innovation collects the following data:

- Personal identification information (Name, email address, phone number, etc.)
- Your guitar playing skill level and musical preferences.

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## HOW DO WE COLLECT YOUR DATA?

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You directly provide Banner Innovation with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our products or services.
- Voluntarily complete a customer survey or provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.

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## HOW WILL WE USE YOUR DATA?

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Banner Innovation collects your data so that we can:

- Process your order and manage your account.
- Email you with special offers on other products and services we think you might like.
- Email you with regular Weekly News and Session Materials emails.

If you agree, Banner Innovation will share your data with our partner companies so that they may offer you their products and services.

- Mailchimp.

When Banner Innovation processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

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## HOW DO WE STORE YOUR DATA?

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Banner Innovation securely stores your data at our office at Sunnybank Road, Wimborne.

Banner Innovation will keep your supplied data for 3 years. Once this time period has expired, we will delete your data, unless you have agreed that we should continue to retain it.

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## MARKETING

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Banner Innovation would like to send you information about products and services of ours that we think you might like, as well as those of our partner companies.

- Mailchimp

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop Banner Innovation from contacting you for marketing purposes or giving your data to other members of the Banner Innovation Group.

If you no longer wish to be contacted for marketing purposes, please click [here](#).

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## WHAT ARE YOUR DATA PROTECTION RIGHTS?

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Banner Innovation would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

**The right to access** – You have the right to request Banner Innovation for copies of your personal data. We may charge you a small fee for this service.

**The right to rectification** – You have the right to request that Banner Innovation correct any information you believe is inaccurate. You also have the right to request Banner Innovation to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that Banner Innovation erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Banner Innovation restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Banner Innovation’s processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Banner Innovation transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [data@bannerinnovation.com](mailto:data@bannerinnovation.com)

Call us at: +44 (0)2392 160885

Or write to us: Banner Innovation, 12 Sunnybank Road, Wimborne. BH21 2HP

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## COOKIES

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Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit <https://www.legislation.gov.uk/cookiepolicy>.

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## HOW DO WE USE COOKIES?

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Banner Innovation uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

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## WHAT TYPES OF COOKIES DO WE USE?

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There are a number of different types of cookies, however, our website uses:

- **Functionality** – Banner Innovation uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Advertising** – Banner Innovation uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Banner Innovation sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.
- See Mailchimp’s Cookie Statement for more details: <https://mailchimp.com/legal/cookies/>

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## HOW TO MANAGE COOKIES

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You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

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## PRIVACY POLICIES OF OTHER WEBSITES

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The Banner Innovation website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

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## CHANGES TO OUR PRIVACY POLICY

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Banner Innovation keeps its privacy policy under regular review and places any updates on this web page. See below for the latest revision date.

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## HOW TO CONTACT US

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If you have any questions about Banner Innovation's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [data@bannerinnovation.com](mailto:data@bannerinnovation.com)

Call us: +44 (0)2392 160885

Or write to us at:

Banner Innovation, 12 Sunnybank Road, Wimborne, Dorset BH21 2HP.

This privacy policy was last updated on 14th January 2021.