

# Tyrone Textiles Ltd

## Privacy Policy

**Last Updated: 20 March, 2018**

This privacy policy ("Policy") explains how your personal information is collected, used, and disclosed by the Tyrone Group and its subsidiaries and affiliated companies. ("Tyrone Group" or "we"). This Policy applies to the websites of the Tyrone Group, including [www.tyrone-group.com](http://www.tyrone-group.com) and its other websites. However, this Policy does not apply to websites, products, or services that display or link to different privacy statements or that are operated by companies other than the Tyrone Group, or to business activities or practices of third parties.

We collect and process personal information about you with your consent or as necessary to provide our Services to you, operate our business, meet our contractual and legal obligations, protect the security of our systems and our customers, or fulfil other legitimate interests.

### INFORMATION COLLECTED

We collect information about you in various ways when you use our Services. We collect personal information you provide to us. For example, we collect your name, email address, social media identity, postal address, phone number, fax number, demographics and other information you provide us on our Services. We also collect credit card numbers if you purchase our products on our website or through other Services. Some Services may not be available or function correctly if you are not willing to provide personal information.

We gather certain information automatically to analyse trends and administer our websites and other Services. This information may include your Internet Protocol (IP) address (or the proxy server you use to access the internet), device and application identification numbers, your location, browser type and language, your internet service provider or mobile carrier, the pages, files, and videos you viewed, your searches, your operating system and system configuration information, and date and time stamps associated with your usage. When you visit our websites we also automatically receive the URL of the website from which you came and the website to which you go when you leave our website.

**Cookies.** We collect information using "cookies." Cookies are small data files stored on your computer or mobile device by a website. Among other things, cookies help us improve our Services and your experience. We use cookies to see which areas and features are popular and to count visits to our websites and particular webpages. We also use cookies to display targeted content, promotions, or advertisements. You can find out more about the cookies used on our websites in our Cookie Policy at [www.tyrone-group.com](http://www.tyrone-group.com), see the contact page.

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**Web Beacons.** We collect information using web beacons, alone or in conjunction with cookies. Web beacons are clear electronic images that can recognize certain types of information on your computer, such as cookies, when you viewed a particular website or Service tied to the web beacon, and a description of a website or Service tied to the web beacon. For example, we or our marketing partners may place web beacons in marketing emails that notify us when you click on a link in the email that directs you to one of our websites. We use web beacons to understand usage and marketing campaign effectiveness, and to operate and improve our websites, Services, and email communications. You can find out more about our use of web beacons in our Cookie Policy at [www.tyrone-group.com](http://www.tyrone-group.com), see the contact page.

**Analytics.** Third parties who provide us with analytics services for the Services may also automatically collect some of the information described above, including, for example, IP address, access times, browser type and language, device type, device identifiers and Wi-Fi information. Please consult the respective privacy policies and statements of these third parties for more information, including how Google Analytics, Marketo, Mouseflow, Salesforce, Widen, and Wistia use this data.

### USE OF INFORMATION WE COLLECT

We use personal information collected through our Services for purposes described in this Policy or disclosed to you in our Services or in connection with our Services. For example, we may use your information to:

- operate and improve our internal operations, systems, and Service;
- understand you and your preferences to improve your experience and our Product offering;
- respond to your comments, questions, and support queries, and provide customer service;
- provide the Services you request;
- send you information related to Services such as delivery, invoice and product information, and support and administrative messages;
- communicate with you about new products and services, upcoming events, promotions, rewards, and other news about products and services offered by the Tyrone Group;
- process and deliver contest entries and rewards;
- protect, investigate, and deter against fraudulent, unauthorized, or illegal activity.

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### SHARING OF PERSONAL INFORMATION

We do not share your personal information with third parties other than as follows:

- with your consent;
- to (i) comply with laws or to respond to lawful requests and legal process, (ii) to protect the rights and property of the Tyrone Group and our agents, customers, and others including to enforce our agreements, policies, and terms of use or (iii) in an emergency to protect the personal safety of The Tyrone Group, its customers, or any person;
- in connection with or during negotiation of any merger, financing, acquisition, bankruptcy, dissolution, transaction, or proceeding involving sale, transfer, divestiture, or disclosure of all or a portion of our business or assets to another company.

### SECURITY OF YOUR PERSONAL INFORMATION

The Tyrone Group takes reasonable steps to help protect your personal information in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction.

### TRANSFERS OF YOUR PERSONAL INFORMATION

Personal information we collect will be stored and processed in the UK. We take steps designed to ensure that the data we collect under this Policy is processed according to the provisions of this Policy and applicable law wherever the data is located.

### STORAGE AND RETENTION OF YOUR PERSONAL INFORMATION

We retain your personal information for as long as necessary to provide services requested by you, or for other essential purposes such as complying with our legal obligations, resolving disputes, and enforcing our agreements. Because these needs can vary for different data types in the context of different services, actual retention periods can vary significantly. The criteria used to determine retention include:

1. *How long is the personal information needed to provide applicable services?* This includes such things as maintaining and improving the performance of our service, enabling system security measures, and maintaining appropriate business and financial records.
2. *Is the personal information of a sensitive type?* If so, a shortened retention time may be appropriate.

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3. *Are we subject to a legal, contractual, or similar obligation to retain the data?* Examples can include mandatory data retention laws in the applicable jurisdiction, government orders to preserve data, or data that must be retained for the purposes of litigation.

### YOUR INFORMATION CHOICES AND CHANGES

If you wish to ask for access, correction, or deletion of any of your personal information held by us or a change in the way we use your information, please contact [enquiries@tyrone-group.com](mailto:enquiries@tyrone-group.com) . However, we may decline requests that are unreasonable, prohibited by law, or are not required to be honoured by applicable law.

You can opt out of receiving promotional emails from the Tyrone Group by following the instructions at our website [www.tyrone-group.com](http://www.tyrone-group.com) , see the contact page. If you opt out, we may still send you non-promotional emails, such as emails about your accounts or our ongoing business relations.

### YOUR EUROPEAN PRIVACY RIGHTS

We adhere to applicable data protection laws in the European Economic Area, which includes the following rights:

- If we are processing personal information based on your consent, you have a right to withdraw consent at any time for future processing;
- You have a right to request access to, rectification, or erasure of your personal information, or to transfer or receive a copy of your personal information in a usable format;
- You have a right to object to the processing of your personal information under certain circumstances; and
- You have a right to lodge a complaint with a data protection authority.

### CHANGES TO THIS POLICY

The Tyrone Group may change this Policy from time to time. If we make any changes to this Policy, we will change the "Last Updated" date above or by providing such notice about or obtaining consent to changes as may be required by applicable law.

### QUESTIONS

If you have any questions about this Policy, or if you wish to lodge a complaint about our privacy practices, please contact us at [enquiries@tyrone-group.com](mailto:enquiries@tyrone-group.com).