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**Privacy Policy**

17 Jewellers are committed to maintaining the trust & confidence of our clients. Here is our Privacy Policy with detailed information on when & why we collect your personal information, how we use it & how we keep it secure.

**1) What Personal Data Do You Collect?**

When you engage with us, we will need to collect a certain amount of personal data to enable us to process your order and keep you up to date.  
The personal data we collect & hold about you to use may include your:

* + Name,
  + Address,
  + Email address,
  + Telephone number,
  + Social media handles

**2) How Do You Use My Personal Data?**   
Under the General Data Protection Regulation (GDPR), we must always have a lawful reason for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for one of the following purposes:

* + Fulfilling your order. Your personal details are required for us to enter into a contract with you & will be detailed in our booking process.
  + Communicating with you. This may include responding to emails, messages or calls from you.

3) **How Long Will You Keep My Personal Data?**   
We will not keep your personal data for any longer than is necessary considering the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

* + We retain your personal data until you tell us you want your information deleted, unless the information is required to comply with our legal obligations.
  + For as long as we have reasonable business needs e.g. managing our relationship with you.
  + For as long as we provide you with jewellery

**4) How and Where Do You Store or Transfer My Personal Data?**   
The security of your personal data is essential to us, and to protect your data, we take important measures to safeguard and secure the information we collect, including the following:

* + All paper records are stored in a locked cabinet, which can only be accessed by Awura-Adjua, the owner of 17 Jewellers.
  + All electronic records are password protected, we use firewall, anti-spyware & virus detection security programmes. Records are only accessed by Awura-Adjua, owner of 17 Jewellers

Please be aware that the transmission of information via the internet is not completely secure. Although we will do our best to protect personal data, we cannot guarantee the security of your data which is transmitted on our website; any transmissions are at your own risk. Once we have your information, we will use strict procedure & security measures to try to prevent unauthorised access.

5) **Do You Share My Personal Data?**

When someone visits our website, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

We are not in the business of selling or trading email lists with other companies & businesses for marketing purposes. We do not share your personal data with any third parties, except as required & permitted by applicable law.

We will only use your personal data for the purpose for which it was collected, unless we obtain your specific consent to other uses, or unless otherwise requested or permitted by law or professional standards e.g. if you email us requesting information, we will use your email address & other information you supply, to respond to your request.

6) **How Can I Access My Personal Data?**   
If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”. All subject access requests should be made in writing and sent via email to: info@17jewellers.com or our postal address: 17 Jewellers, Staniforth House Flat 501, Birmingham B4 7DN  
There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 21 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

**7) How Do You Use Cookies?**

Our website uses cookies, which are small files of letters & numbers that are sent & stored on your computer &/or mobile device. They provide us with information in relation to your website usage & allows us to recognise that you have used our website before.

Cookies are safe, secure & are commonly used by websites.

A cookie typically contains:

* The name of the server the cookie is sent from,
* The lifetime of the cookie &
* A unique identifier (usually a number).

**How Cookies work**

When you visit our website, our server sends a cookie to your device & uses this number to recognise you when you return to the site or browse from page to page. This cookie is then stored on your computer or mobile device. All websites can send a cookie to your browser, if your browser settings allow it. Many websites do this to track online flow.

**Types of Cookies**

Cookies can be categorised according to their life span:

* Session or temporary cookies expire when you close your browser or when the session times out &
* Persistent or permanent cookies, which are usually stored on your hard disk, survive across multiple sessions & have a longer expiration date.

**8) How Do I Contact You?**   
To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details: via email to: info@17jewellers.com or our postal address: 17 Jewellers, Staniforth House Flat 501, Birmingham B4 7DN

**Changes to our Privacy Policy**   
We may change this Privacy Policy from time to time. This may be necessary, e.g. if the law changes, or if we change our business in a way that affects personal data protection.  
Any changes will be immediately posted on our website: http://www.17jewellers.com & you will be deemed to have accepted the terms of the Privacy Policy on your first use of our website following the alterations. We recommend that you check this page regularly to keep up-to-date.

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