



PRIVACY POLICY

1 Introduction

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data, and keep it safe.

We know that there's a lot of information here, but we want you to be fully informed about your rights, and how The House Clearance Shop uses your data.

We hope the following sections will answer any questions you have but if not, please do get in touch with us.

It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes, but you're welcome to come back and check it whenever you wish.

2 Explaining the legal bases we rely on

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

Consent

In specific situations, we can collect and process your data with your consent. *For example, when you tick a box to receive email newsletters.*

When collecting your personal data, we'll always make clear to you which data is necessary in connection with a particular service.

Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations.

Legal compliance

If the law requires us to, we may need to collect and process your data.

Legitimate interest

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

3 When do we collect your personal data?

- When you visit our website, and use your account to buy products and services The House Clearance Shop online.
- When you create an account with us.
- When you engage with us on social media.
- When you contact us by any means with queries, complaints etc.
- When you choose to complete any surveys we send you.
- When you comment on or review our products and services.
- Any individual may access personal data related to them, including opinions. So if your comment or review includes information about an affiliate who provided that service, it may be passed on to them if requested.
- When you fill in any forms.

4 What sort of personal data do we collect?

If you have a personal account with us: your name, billing/delivery address, orders and receipts, email and telephone number.

Details of your interactions with us online.

For example, we collect details of any complaints or comments you make, details of purchases you made, web pages within our site you visit and how and when you contact us.

Details of your order preferences.

For example, when complete an order.

Details of your visits to our website.

Information gathered by the use of cookies in your web browser. Learn more about how we use cookies and similar technologies.

Your comments and product reviews.

To deliver the best possible web experience, we collect technical information about your internet connection and browser as well as the country and telephone code where your computer is located, the web pages viewed during your visit and any search terms you entered. Learn more about this.

Your social media username, if you interact with us through those channels, to help us respond to your comments, questions or feedback.

5 How and why do we use your personal data?

We want to give you the best possible customer experience. One way to achieve that is to get the richest picture we can of who you are by combining the data we have about you.

We then use this to offer you products and services that are most likely to interest you.

The data privacy law allows this as part of our legitimate interest in understanding our customers and providing the highest levels of service.

Of course, if you wish to change how we use your data, you'll find details in the 'What are my rights?' section below.

Remember, if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide some services you've asked for.

6 Combining your data for personalised direct marketing

We want to send you newsletters at particular times.

To help us form a better, overall understanding of you as a customer, we combine your personal data gathered across the Website as described above.

7 How we protect your personal data?

We know how much data security matters to all our customers. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

We secure access to all transactional areas of our websites and apps using 'https' technology.

Access to your personal data is password-protected, and sensitive data (such as payment card information) is secured by SSL encryption.

8 How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of that retention period, your data will be deleted completely.

9 Who do we share your personal data with?

- For fraud management, we may share information about fraudulent or potentially fraudulent activity in our Website or systems. This may include sharing data about individuals with law enforcement bodies.
- We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body, in your country of origin or elsewhere, upon a valid request to do so. These requests are assessed on a case-by-case basis and take the privacy of our customers into consideration.

10 Where your personal data may be processed?

Sometimes we will need to share your personal data with third parties and suppliers outside the European Economic Area (EEA), such as Australia or the USA.

International orders

If you are based outside the UK and place an order with us, we will store the personal data that we collect from you in the UK.

Protecting your data outside the EEA

The EEA includes all EU Member countries as well as Iceland, Liechtenstein and Norway. We may transfer personal data that we collect from you to third-party data processors

in countries that are outside the EEA.

If we do this, we have procedures in place to ensure your data receives the same protection as if it were being processed inside the EEA.

You have the right to request a copy of any information about you that the Company holds at any time, and also to have that information corrected if it is inaccurate. To ask for your information, please contact info@thehouseclearanceshop.com ask for your information to be amended, please login and update your online account.

If we choose not to action your request we will explain to you the reasons for our refusal.

11 What are your rights over your personal data?

An overview of your different rights

You have the right to request:

- Access to the personal data we hold about you, free of charge in most cases.
- The correction of your personal data when incorrect, out of date or incomplete.
- For example, when you withdraw consent, or object and we have no legitimate overriding interest, or once the purpose for which we hold the data has come to an end.
- That we stop using your personal data for direct marketing (either through specific channels, or all channels).
- That we stop any consent-based processing of your personal data after you withdraw that consent.
- Review by a Partner of any decision made based solely on automatic processing of your data (i.e. where no human has yet reviewed the outcome and criteria for the decision).

Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

Direct marketing

You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice. If you have authorised a third

party to submit a request on your behalf, we will ask them to prove they have your permission to act.

If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.

12 How can you stop the use of your personal data for direct marketing?

There are several ways you can stop direct marketing communications from us:

- Click the 'unsubscribe' link in any email communication that we send you. We will then stop any further emails from that particular division.
- Contact **info@thehouseclearanceshop.com** directly and request removal from there.

Please note that you may continue to receive communications for a short period after changing your preferences while our systems are fully updated.

13 Contacting the Regulator

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling 0303 123 1113.

Or go online

to www.ico.org.uk/concerns (opens in a new window; please note we can't be responsible for the content of external websites)

14 Questions?

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact our Administrator who will be pleased to help you:

- Email us at **info@thehouseclearanceshop.com**