
WHISPER AND ECHO | WEBSITE PRIVACY AND COOKIE POLICY

BACKGROUND:

Whisper and Echo understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site;
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 12, below;
“Our Site”	means this website, www.whisperandecho.co.uk ;
“UK and EU Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015; and
“We/Us/Our”	means Ventum Property Development Ltd. trading as Whisper and Echo, a company registered in England under 8713274, whose registered address is 21 Station Road, Holme, PE7 3PH, United Kingdom and whose main trading address is 21 Station Road, Holme, PE7 3PH.

2. Information About Us

Our Site, www.whisperandecho.co.uk, is owned and operated by Ventum Property Development Ltd. trading as Whisper and Echo, a company registered in England under 8713274, whose registered address is 21 Station Road, Holme, PE7 3PH, United Kingdom and whose main trading address is 21 Station Road, Holme, PE7 3PH. Our VAT number is 273 5787 62.

3. Scope – What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site (whether We provide those links or whether they are shared by other users). We have no control over how your data is collected, stored or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. **GDPR**

We make every effort to abide by the 7 GDPR Principles:

- Lawfulness, fairness and transparency
- Purpose limitation
- Data minimisation
- Accuracy
- Storage limitation
- Integrity and confidentiality (security)
- Accountability

Collecting information

It is inevitable that information will be available when you visit and use our website. We may collect, store and use some of your personal data. This may include

- information about your visits to and use of our website
- information about transactions made between you and us in relation to our website, including information relating to purchases you make via our online store
- information that you provide to us when if you enquire about our products, available to buy or already sold.

Use of your personal data

- We may use your personal data in the following ways:
- to contact you either by email or telephone to arrange delivery or answer any queries you may have
- to ensure delivery is managed efficiently by a third party, we will pass on minimal contact details and your address (they will not be permitted to use your information for any other means other than delivery)
- it is necessary for us to take payment information to complete an order on our website, but we never store credit card, debit card or PayPal login information
- there may be a lawful situation where we must comply and will need to disclose personal information relating to you to third parties eg if we must conform to any requirements of law, to comply with a legal process, to prevent and detect fraud and to protect and defend our rights and property.

Your details will never be shared with third parties, aside from those mentioned above. Your details will never be shared with other websites.

Website data

When you visit our website, we may collect information about your visit, including your IP address, geographical location, browser type, referral source, length of visit and number of page views. We may collect this information directly or via Google Analytics, a third-party analytics platform.

We may use this information in the administration of this website, for example to improve the website's usability, and for improving our services.
Cookies are required for correct functioning of the website. This notification is clearly shown as soon as you land on our homepage. You may disable the use of cookies in your browser.

Mailing list

You give consent for us to store your name and email address when you subscribe to our newsletter mailing list. This information is stored on Mailchimp. This information will never be shared with any third party. If at any time you want to be unsubscribed from the mailing list, please email admin@whisperandecho.co.uk with your request.

Please note, whilst we make every effort to ensure a secure transfer of this information, there is always a small risk of data loss or misuse of information when data is being sent. Therefore, any data you send us is at your own risk.

Accessing the personal information we hold about you

You can find out what information we hold about you and ask us to change or refrain from using any of the information we collect by contacting us at admin@whisperandecho.com

5. What Data Do We Collect?

Some data will be collected automatically by Our Site (for further details, please see section 12 on Our use of Cookies), other data will only be collected if you voluntarily submit it, for example, when signing up for an Account. Depending upon your use of Our Site, We may collect some or all of the following data:

- 5.1 name;
- 5.2 date of birth;
- 5.3 gender;
- 5.4 contact information such as email addresses and telephone numbers;
- 5.5 demographic information such as post code, preferences and interests;
- 5.6 IP address (automatically collected);
- 5.7 web browser type and version (automatically collected);
- 5.8 operating system (automatically collected);
- 5.9 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected);

6. How Do We Use Your Data?

- 6.1 All personal data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see section 7, below.
- 6.2 We use your data to provide the best possible services to you. This includes:
 - 6.2.1 Providing and managing your Account;
 - 6.2.2 Providing and managing your access to Our Site;
 - 6.2.3 Supplying Our services to you;

- 6.2.4 Responding to communications from you;
 - 6.2.5 Supplying you with emails e.g. newsletters, alerts etc that you have subscribed to (you may unsubscribe or opt-out at any time by clicking the “Unsubscribe” link on newsletters and alerts that you receive).
- 6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email and/or post with information, news and offers on Our products. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003, as amended in 2004, 2011 and 2015.

7. How and Where Do We Store Your Data?

- 7.1 We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it.
- 7.2 Your data will only be stored within the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein).
- 7.3 Data security is of great importance to Us, and to protect your data We have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through Our Site.
- 7.4 Steps We take to secure and protect your data include:
 - 7.4.1 The use of WordFence in the background of our Site. From their Site:
*“Wordfence is the most downloaded security plugin for WordPress websites
Our WordPress security plugin provides the best protection available for your website. Powered by the constantly updated Threat Defense Feed, WordFence Firewall stops you from getting hacked. Wordfence Scan leverages the same proprietary feed, alerting you quickly in the event your site is compromised. Our Live Traffic view gives you real-time visibility into traffic and hack attempts on your website. A deep set of additional tools round out the most comprehensive WordPress security solution available.”*
- 7.5 Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet.

8. Do We Share Your Data?

- 8.1 In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

9. **What Happens If Our Business Changes Hands?**

- 9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.
- 9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

10. **How Can You Control Your Data?**

- 10.1 When you submit information via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails or by managing your Account.
- 10.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

11. **Your Right to Withhold Information**

- 11.1 You may access Our Site without providing any data at all. However, to use all features and functions available on Our Site you may be required to submit or allow for the collection of certain data.
- 11.2 You may restrict your internet browser’s use of Cookies. For more information, see section 12.

12. **How Can You Access Your Data?**

You have the legal right to ask for a copy of any of your personal data held by Us (where such data is held) on payment of a small fee which will not exceed £5.00. Please contact Us for more details at sales@whisperandecho.co.uk or using the contact details below in section 13.

12. **Cookies**

Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. The data stored also facilitates the use of Google Analytics. This, in turn, enables Us to improve Our Site and the services offered through it. Our use of them does not pose any risk to your privacy or safe use of Our Site and it enables Us to continually improve Our Site, making it a better and more useful experience for you. By using Our Site you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us, such as Social Media sites.

13. **Contacting Us**

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at sales@whisperandecho.co.uk, or by post at Whisper and Echo, 21 Station Road, Holme, PE7 3PH.

Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 11, above).

14. Changes to Our Privacy Policy

We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.