

RUNNING CARDS UK PRIVACY POLICY – (Updated Jan 2021)

This privacy outlines how ‘Running Cards UK’ (RCUK) collect, use and share information when you purchase an item(s) from us, contact us, otherwise use our services directly or via any third party sites or companies and their related sites and services.

This privacy policy does not apply to the practices of third parties that we do not own or control. You can reference the privacy policies of these third parties to learn more about their privacy practices.

Information we collect from you

To fulfil your order, either wholesale or retail, the personal data we collect and store from you is:

- Your name
- Your email address
- Your postal address
- Payment information
- And we’ll collect and store data on previous transactions with you

What we use that information for

We rely on a number of legal basis to collect, share and use your information to fulfil your order, to settle disputes or provide customer support.

If you subscribe to the RCUK newsletter, we will use your email address to send you marketing updates including information about new products, special promotions and offers. These updates will be limited to a maximum of ten a year and we will only send emails directly related to our products and services. You can unsubscribe at any time. To do so, please email us at info@runningcardsuk.com.

We may also use your information to comply with a legal obligation or a court order in connection with a legal claim or for tax reasons.

Who we share that information with

We will only share your data if specifically required under certain circumstances as follows:

- Merchants or Online Retailers such as Etsy and eBay. We share your information with them in order to provide my services and comply with their policies and terms of use.
- Service Providers. We engage certain trusted third parties to perform functions and provide services to us, such Royal Mail (for delivery services) and PayPal (for the transfer of funds between us). We will share your personal information with these third parties, but only to the extent necessary to perform these services.
- Business transfers. If we sell or merge our business, we may disclose your information as part of that transaction, only to the extent permitted by law.
- Compliance with laws. We may collect, use, retain, and share your information if we have a good faith belief that it is reasonably necessary to: (a) respond to legal process or to government requests; (b) enforce our agreements, terms and policies; (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or (d) protect the rights, property, and safety of our customers, or others.

The length of time we keep your information

We retain your personal information only for as long as necessary to provide you with our services and as described in our Privacy Policy. However, we may also be required to retain this information to comply with our legal and regulatory obligations, to resolve disputes, and to enforce our agreements. We generally keep your data for up to five years.

If your information leaves the EU

We do process, store and access your personal information through our Third Party Providers or via our systems (e.g. United States based hosted cloud services, such as Google) that may or may not be based in the UK or the EU. If we are deemed to transfer information about you outside of the EU, we rely on Privacy Shield as the legal basis for the transfer, as Google is Privacy Shield certified.

Your rights

If you reside in certain territories, including the EU, you have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below:

- **Access.** You may have the right to access and receive a copy of the personal information we hold about you by contacting us using the contact information below.
- **Change, restrict, delete.** You may also have rights to change, restrict our use of, or delete your personal information. Absent exceptional circumstances (like where we are required to store data for legal reasons) we will generally delete your personal information upon request.
- **Object.** You can object to (i) our processing of some of your information based on our legitimate interests and (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.
- **Complain.** If you reside in the EU and wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

How to contact us

For purposes of EU data protection law, Rachel Job, as the founder of Running Cards UK, is the data controller of your personal information. If you have any questions or concerns, you may contact Rachel on info@runningcardsuk.com. Alternately, you may write to Rachel at 59 Dock Meadow Reach, London, W7 2QN.