



Your Security & Privacy

Updated: 01/05/2018

Welcome to our Security and Privacy Policy. Below you will find information related to all aspects of security and privacy, such as data protection, email marketing, cookies and information about payment gateways.

This document includes information regarding and applies equally to bikebracket.co.uk, and our two sister companies H-B Designs Ltd and Design Cycle Associates Ltd.

We take security seriously and precautions are taken to keep your personal information secure. We have put in place appropriate physical, electronic and managerial procedures to safeguard the information that we collect.

We hope that you find this information easy to read and that it thoroughly covers any queries you may have; in particular that this ensures we are protecting your interests with the new General Data Protection Regulation requirements. If you have any further questions, please do not hesitate to contact us.

The following policy and information applies to:

www.bikebracket.co.uk trading as: H-B Designs Ltd

www.hbdesigns.co.uk trading as: H-B Designs Ltd

www.designcycle.co trading as Design Cycle Associates Ltd

Our websites comply with all UK national laws and requirements for user privacy.

Thank you for taking the time to read about our security and privacy.

Security

1. Payment security

We have partnered with WorldPay who provide our secure payment gateway and also PayPal, who provide our secure PayPal Express Checkout.

All transaction information passed specifically between bikebracket.co.uk and WorldPay's system is encrypted using 128-bit SSL certificates. No card information is ever passed unencrypted and any messages sent between this Website and WorldPay are signed using MD5 hashing to prevent tampering. You can be completely assured that nothing you pass to WorldPay's servers can be examined, used or modified by any third parties attempting to gain access to sensitive information.

The PayPal Express Checkout is also a completely secure, it is an encrypted checkout method hosted by PayPal and integrated into our website. No information can be examined, used or modified by any third parties attempting to gain access to sensitive information. At no point do we hold any payment details provided by the customer during checkout.



[bike]



2. Data security

More information can be found on this in our full data privacy policy below on how we keep your data secure. Rest assured we do everything possible to ensure your personal data is kept secure.

3. SSL Certification

Our website has an SSL Certificate. SSL Certificates are small data files that digitally bind a cryptographic key to an organization's details. When installed on a web server, it activates the padlock (that you will have seen in your browser URL bar) and the https protocol and allows secure connections from a web server to a browser. SSL is yet another layer of security that we use to give you piece of mind whilst shopping with us.

Best Practice

Please Note: whilst we do everything possible to keep your data secure, there is always a small security risk for anyone using the internet, and there are a number of best practices that you can adhere to that help minimise your personal risk, such as:

Using unique passwords, containing different symbols, letters and numbers and upper and lower case, on all online accounts you hold.

Using a recognised anti-virus software on your device.

Never store your password details where others could access them.

Avoiding using shared or unsecured Wi-Fi networks where possible.

Always look for an industry recognised payment gateway, for example WorldPay or PayPal.

External Links

Our website may contain links to other websites or services. You should note that we are in no way responsible for the content or privacy policies these websites/services may have in place. We advise that you use caution and refer to these websites' own Privacy statements and terms.

Data Protection Policy

Introduction

We endeavour to provide the best customer experience possible at all times. To do this, we may need to collect some personal data from you. We are also committed to complying with the Data Protection Act and General Data Protection Regulation (GDPR). Please see the information below to understand how we handle and use your information.

Please note, you can browse our website without disclosing your personal data to us, but if you choose to shop with us, or sign up to our marketing database, then you are accepting the data protection policy below as well as our terms and conditions. We will regularly update our data protection policy and the date that this page was last updated can be found at the very top of the page.



[bike]



The following policy and information applies to:

www.bikebracket.co.uk trading as: H-B Designs Ltd

www.hbdesigns.co.uk trading as: H-B Designs Ltd

www.designcycle.co trading as Design Cycle Associates Ltd

Our websites comply with all UK national laws and requirements for user privacy.

We act, variously, as either/or data controller and data processor for our clients in line with the definitions in the regulation. H-B Designs Ltd & Design Cycle Associates Ltd are located at Unit 6 The Old Barn, Manor Farm, Lydeaway, Devizes, Wiltshire SN10 3PU with a phone number of 01380 840819 and a contact email address of team@hbdesigns.co.uk. Our website with privacy policy is located at www.hbdesigns.co.uk, www.bikebracket.co.uk & www.designcycle.co.

We do not have to appoint a DPO as stipulated under the terms of the regulation, but any enquiries on this matter should be addressed to the team@hbdesigns.co.uk email address.

Our Data Audit Map

Data is stored in:

Our CMS

mailingmanager

WorldPay

PayPal

We store sales and leads data in a hosted data management system (Mailing Manager)

(<https://www.mailingmanager.co.uk/privacy-policy.php>)

We use Dropbox for some project related information.

(https://www.dropbox.com/en_GB/security/GDPR)

We use Glasscubes for some project related information sharing.

(<https://my.glasscubes.com>)

WHY we collect personal data

We collect personal data for the following reasons:

- To process orders made by customers on our websites, in store or at trade events.
- To provide any follow up service created by orders.
- To handle any customer enquiries.
- To handle warranty related issues and other matters on behalf of the customers.
- To provide advertising and marketing materials for our customers to inform them of relevant news and offers.
- To maintain customer service standards and assist staff training.



HOW we collect personal data

We collect personal data via the following avenues:

- During the checkout process of a website order, telephone order, trade stand order or in-store order/purchase, you will be given the option to join our email marketing list.
- Via competitions at shows using a paper ballot box or iPad linked to our mailing manager account.
- Via online competitions, where you will be informed of joining our mailing list.
- Via our mailing list sign up page on our website.
- Over the phone or via email for customer enquiries, warranty queries and general matters.
- We may collect data by asking you to complete a survey or answer a question related to your experience, however you do not have to respond to them if you do not wish to.

WHAT personal data we hold

We only hold your details when these details are needed for us to provide you with the desired customer experience. Examples of the data we hold are:

Data collected related to an order/purchase. *We only store the customer's name and basic contact details, address, postcode, telephone contact and email. All other data, such as payment details, are never stored by us in any way.*

Further to this, for website orders only, WorldPay gives customers the option to save card details for next-time, however these are stored securely by WorldPay, our payment gateway provider, and are not stored or held by ourselves at all.

Data collected at shows or online via competitions is stored in our Email marketing account and our CMS. This type of information would have been collected for marketing purposes, and so the data we would hold would include your name, email address, and any further details you may have provided to help us better tailor your marketing experience with us, such as your interests and details about your project, bike or cycle locking system.

HOW we seek consent, record and manage data

To seek consent, we do the following:

- For marketing subscriptions, by personally entering your details into one of our mailing list sign up boxes on our website, or entering a competition online or at a show, you are agreeing to allow us to store the information that you provided for marketing purposes.
- For purchases and orders, you, the customer, understands and agree to, when providing us with your details, the need to provide us with information for us to successfully complete the order and manage your needs as a customer, as stated in our terms and conditions.

We record/store all data electronically in our CMS and/or in our email marketing account.

Customer orders are printed for order processing purposes, and so these documents contain the customer contact details, address details and order item(s) only. No payment details or other details are stored on this printed copy. For our records, printed copies are stored for 7 years at our offices before being destroyed in the appropriate manner.



[bike]



We manage data in these systems and customers can:

- Edit their subscription preferences in mailingmanager.
- Unsubscribe from our database in mailingmanager
- Delete their customer account with us on our website(s).
- Request for their data to be completely erased from our system by calling, telephoning or emailing us at any time. In this instance any physical and/or electronic data will be destroyed appropriately.

WHO we share personal data with

We do not share customer data with any third-party sources at any time. Unless we are required to share your personal data by law, we will not otherwise share, sell or distribute any of the information you provide us with at any time without your full consent.

When you place an order online, your payment details and any additional relevant details are sent via encryption to WorldPay, our payment gateway, at the point of payment, and details are stored by WorldPay to keep record of the transaction. These details are never held by us.

We do need to provide our couriers, MyHermes, UPS & Royal Mail, with your shipping information, however this information is only stored in their system for tracking purposes and is not used by them in any other way.

HOW we delete personal data

Upon request to be erased/deleted entirely from our company, we do the following:

- Permanently remove any record of the customer's personal details from our CMS.
- Permanently remove any record of the customer's personal details from mailingmanager
- Search our company SBS account, where all our files are stored, for the Customers Name, email address and postcode to check that no other file exists containing that customer's detail, as a precautionary measure.
- Identify any physical record containing your personal details and destroy them, also.

We do not however delete or destroy our accounting sales receipt records which would contain your name, address & postcode, order details and price paid.

Your rights regarding your personal data

You have the right to request:

- Access to your personal data.
- Correction of your personal data if it is incomplete or inaccurate
- Deletion of your personal data
- Where we have obtained your consent for the processing of your personal data, you have the right to withdraw your consent at any time.
- To object to the processing of your personal data, such as opting-out from the use for direct marketing purposes.

To exercise these rights please contact us using the details provided.

You also have a right to raise a complaint with the UK supervisory authority (the ICO) and their contact details can be found online.

THE OLD BARN UNIT 6 MANOR FARM LYDEWAY DEVIZES WILTSHIRE SN10 3PU
Tel: 01380 840819 Email: team@hbdesigns.co.uk More: www.hbdesigns.co.uk