

Privacy Policy

Silver Store is committed to safeguarding the privacy of our website visitors and customers; this policy sets out how we treat your personal information.

Your Data and the GDPR

In line with the EU General Data Protection Regulation (GDPR), our privacy policy, and supporting documentation has been updated to ensure compliance with this new legislation as of 24th September 2019.

What Information Do We Collect?

Your personal information when you place an order on our website. This includes your name, invoice and delivery address(es), email address, telephone numbers.

Your IP address, and details of which web-browser you used.

Information on how you use the site, navigate, and search terms that you use.

This information is viewed only by authorised staff at Silver Store and any contracted agents that we use, and is used to:

Allow you to make purchases and contact us on our website.

Improve our website by monitoring how you use it.

Gather feedback to improve our products and services.

Send emails and newsletters to those who request them.

Cookies

Cookies are small text files that are stored on your PC, mobile, or tablet when you visit our website. They are not harmful and are not used to store any confidential information that identifies you personally.

Cookies on our website are used to collect information about how you browse our website, and enable us to provide you with an enhanced, and personalised experienced – showing products and services relevant to you.

Cookies are used on our site for the following reasons:

To store products that you add to your basket, whilst you continue to browse the website

For development and marketing purposes – to record how you navigate the website, how long you spend browsing, which products you view, and which items you ultimately purchase. We use this information to help make the website more user friendly, develop our site design and show you related products and promotions based on your browsing and purchase history.

We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports. Google will store this information, please see Google privacy policy for further information.

By using our site, you consent to the use of these cookies.

We also offer you the facility to share the products and services on our site through 3rd party social media sites such as Facebook and Twitter. By using these features, you also consent to allow cookies from these providers. You can find out more information about how these 3rd party providers use cookies on their websites.

Are Cookies Safe?

Yes. The information stored in cookies is safe and anonymous. They do not contain any information which could personally identify you and your account security is never compromised. You can find more information about cookies at <http://www.allaboutcookies.org>.

Disclosing your information

We may pass on your personal information if we have a legal obligation to do so.

We won't share your information with any other organisations for marketing, market research or commercial purposes, and we don't pass on your details to other websites.

You may at any time, request full disclosure of the information that we hold for you. This information will be provided to you in writing, to the address that we have on file for you – or an alternative address if photographic proof of identification and/or residence is provided.

You may also at any time, request a copy of this privacy policy in writing.

If you have a complaint, or query relating to how we store or use your data, you can write to us at our registered office detailed below, Silver Store will respond to your query accordingly.

Silver Store, 4 Gloucester Road Ross-on-Wye Herefordshire HR9 5BU

Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified.

Consent is required for Silver Store to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data, we will always tell you why and how the information will be used.

After you opt-in, you may withdraw your consent, and opt-out of our marketing by notifying us in writing to

Photographs & Social Media

We will on occasion and with consent share customer photographs for marketing or promotional purposes on our website, emails, and/or social media channels.

Where we, Silver Store are tagged, mentioned, or sent an image or photograph from a customer – we take this as consent for us to use the image, and re-share onto our own marketing platforms.

Where sensitive information or another person is visible within the photographs, we will request consent from the owner of the photograph before it is shared. This consent may be requested in the form of a direct message, email, or comment on the photograph – depending on the media outlet used to share the photograph.

After you consent to us using your photograph, you may withdraw your consent by notifying us in writing at the above address.

External Links

Links to third party websites on this website are provided solely for your convenience. If you use these links, you leave this website. We have not reviewed all these third-party websites and do not control and are not responsible for these websites or their content or availability. If you decide to access any of the third-party websites linked to this website, you do so entirely at your own risk.