

# Privacy Policy

The 25<sup>th</sup> Hour  
32 Clovelly Road  
Chiswick  
London  
W4 5DS  
0203 289 0768

## **Your information is in safe hands.**

When you submit your information to The 25<sup>th</sup> Hour, our primary concern is storing it securely.

Please be assured – we never sell data to third parties. Your trust is important to us and we value your right to privacy.

We are committed to doing the right thing when it comes to how we collect, use and protect your personal data, that's why we've developed this privacy policy which:

- Sets out the types of personal data that we collect
- Explains how we use your data
- Explains how we ensure your privacy is maintained
- Explains the rights and choices you have when it comes to your personal data

## **What types of data does The 25<sup>th</sup> Hour collect**

When you register with us or enquire about our Services, you may provide us with the following pieces of personal data:

**Identity Data** may include your first name, maiden name, last name, username, marital status, title, date of birth and gender.

**Contact Data** may include your billing address, delivery address, email address and telephone numbers.

**Financial Data** may include your bank account and payment card details.

**Transaction Data** may include details about payments between us and other details of purchases made by you.

**Technical Data** may include your login data, internet protocol addresses.

**Profile Data** may include your username and password, purchases or orders, your interests, preferences.

## **Sensitive Data**

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

### **What The 25<sup>th</sup> Hour does with the information we gather**

The 25<sup>th</sup> Hour wants to provide the best service experience; we therefore gather this data to understand your needs and personalise our service, thus providing you with a better service experience. In particular, the information will be used for:

- Personalising and tailoring your experience
- Supplying our services to you
- Replying to emails from you
- Processing payments

### **How long do we keep your data?**

We will keep your information for as long as we are providing you a service or are likely to provide a service due to an enquiry we have received.

### **How we protect personal data**

We know how important it is to protect and manage your personal data. We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored.

Sensitive and private data exchange happens over a SSL secured communication channel and is encrypted and protected with digital signatures.

However, whilst we take appropriate technical and organisational measures to safeguard your personal data, please note that we cannot guarantee the security of any personal data that you transfer over the internet to us.

### **Disclosure of personal information**

We will not share any of your data with any third parties for any purposes.

We may sometimes contract with third parties to supply services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

You may request details of personal information which we hold about you under the General Data Protection Regulation 2018. If you would like a copy of the information held on you please email [charlotte@25hourpa.co.uk](mailto:charlotte@25hourpa.co.uk)

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.