

Privacy & Cookie Policy

Keeping your information strictly secure.

We only use your information or data to improve your experience. We ensure it is secure and protected. You decide on what or how you want to hear from us. You can opt out or be removed as you wish.

Protecting Your Privacy

At Seriously Responsible referred to as SERIOUSLY RESPONSIBLE the owner of the sites and activities), we are committed to protecting the privacy and security of our customers and site visitors. The SERIOUSLY RESPONSIBLE team members understand how important privacy is. If you have any questions about how we Protect Your Privacy, contact us at hello@seriouslyresponsible.org

How we use your information

We use your information in a few ways. What we do depends on the information. The tables below set this out in detail, showing what we do, and why we do it.

Your name and contact details

Your payment information

This means your card's security/CVV code. We don't keep them, and we are PCI compliant.

Your payment information	Why?
Take payment, and give refunds	We've got to do this to perform our contract with you.
Fraud prevention and detection	To prevent and detect fraud against either you or SERIOUSLY RESPONSIBLE – unfortunate but essential.

Your contact history with us

What you've said to us, for example, over the phone, on chat, or on social media.

How we use your contact history	Why?
Provide customer service and support	We've got to do this to perform our contract with you, to provide our best service.
Train our staff	So that, when you contact us, you get the best possible customer service.

Purchase history and saved items

What you've bought and what you've stored in your basket for another time.

How we use your purchase history and saved items	Why?
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Selling you things	We've got to do this to perform our contract with you.
Provide customer service and support, and handle returns	We've got to do this to perform our contract with you.
Finding our what you, and other customers like	To ensure we are giving you what you want, and to stay ahead of the competition.

Information about your phone or laptop, and how you use our website

Information you give us when you browse our site, including your IP address and device type and, if you choose to share it with us, your location data, as well as how you use our website.

How we use information about your phone or laptop, and how you use our website	Why?
Improve our website and set default options for you (such as language and currency)	To give you the best possible shopping experience.
Protect our website	To prevent and detect fraud against either you or SERIOUSLY RESPONSIBLE – unfortunate but essential and to meet our legal obligations about looking after your data.

Sharing your information

- We do not, and will not, sell any of your personal data to any third party.
- Companies that do things to get your purchases to you, such as payment service providers, internet service providers, warehouses, order packers, and delivery companies
- Credit reference agencies, law enforcement and fraud prevention agencies, so we can help tackle fraud
- If you contact us via e-mail or via a contact form on our website, by fax or by telephone, the data you have provided (eg your e-mail address, name and phone number and possibly other data) will be saved with our customer service web host for a period of 90 days to be able to answer your questions or to process your requests. Our customer service web host is not able to use or monetise your data at any point.
- We are working closely with all companies and service providers to ensure that our privacy policy and your data are protected at all times.

Marketing Messages

If you have said we can, we'll send you marketing messages by email, text, to keep you aware of what we're up to and to help you see and find our products.

How to stop marketing messages from SERIOUSLY RESPONSIBLE

You can stop receiving marketing messages from us at any time.

You can do this:

- By emailing UNSUBSCRIBE to hello@seriouslyresponsible.org

Once you do this, we will update your profile to ensure that you don't receive further marketing messages.

Seeing adverts for SERIOUSLY RESPONSIBLE online

We also engage in online advertising, also to keep you aware of what we're up to and to help you see and find our products.

Like many companies, we target SERIOUSLY RESPONSIBLE banners and ads to you when you are on other websites. We do this using a variety of digital marketing networks and ad exchanges, and we use a range of advertising technologies like web beacons, pixels, ad tags, cookies, and mobile identifiers, as well as specific services offered by some sites and social networks, such as Facebook's Custom Audience service.

The banners and ads you see will be based on information we hold about you, or your previous use of SERIOUSLY RESPONSIBLE (for example, your SERIOUSLY RESPONSIBLE search history, and the content you read on SERIOUSLY RESPONSIBLE) or on SERIOUSLY RESPONSIBLE banners or ads you have previously clicked on.

Keeping your information

We'll hold on to your information for as long as you have your account, or if it is needed to be able to provide the services to you, or (in the case of any contact you may have with our Customer Care team) for as long as is necessary to provide support-related reporting and trend analysis only.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we may also keep hold of some of your information as required, even after you have closed your account, or it is no longer needed to provide the services to you.

Your rights

You have a lot of rights relating to your personal information:

- The right to be informed about how your personal information is being used (like this page).
- The right to access the personal information we hold about you.
- The right to request the correction of inaccurate personal information we hold about you.
- The right to request that we delete your data, or stop processing it or collecting it, in some circumstances.
- The right to stop direct marketing messages.
- The right to complain to your data protection regulator — in the UK, the Information Commissioner's Office.

If you want to exercise your rights, have a complaint, or just have questions, please contact us.

Changes to how we protect your privacy

We may change this page from time to time, to reflect how we are processing your data.

If we make significant changes, we will make that clear on the SERIOUSLY RESPONSIBLE website or other SERIOUSLY RESPONSIBLE services, or by some other means of contact such as email, so that you are able to review the changes before you continue to use SERIOUSLY RESPONSIBLE.

Do we use cookies?

Yes (Cookies are small files that a site or its service provider transfers to your computers hard drive through your Web browser (if you allow) that enables the sites or service providers systems to recognise your browser and capture and remember certain information).

We use cookies to help us remember and process the items in your shopping cart, understand and save your preferences for future visits and keep track of advertisements.

How to contact us

We always want to hear from our customers (especially if you feel we've let you down or could do better).

If you:

- Have any questions or feedback about this notice
- Would like us to stop using your information
- Want to exercise any of your rights as set out above, or have a complaint

Please don't hesitate to contact our Customer Care team, who will be happy to answer any questions you may have.

You can contact our privacy team by dropping us a line at hello@seriouslyresponsible.org or by post to:

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25 Quayside
Norwich
NR3 1RQ