

Privacy Policy

PRIVACY POLICY

The website <http://www.concept13.co.uk> is owned by **Concept13 Limited (hereafter “Company”)**, a company registered in England and Wales. The Company website is maintained in the United Kingdom. If you are located outside of the U.K., by using the website, or making orders directly with the Company, you authorise the import of your information and its use, as specified in this Policy.

We take user privacy seriously and take reasonable efforts to protect it. We have created this Privacy Policy (hereafter “Policy”) in order to share with you our information collection and use practices. **AS MORE CLEARLY DEFINED HEREIN, WE WILL NEVER KNOWINGLY SELL OR ASSIGN YOUR PERSONAL INFORMATION WITHOUT YOUR KNOWLEDGE AND/OR APPROVAL.** Please read this Policy carefully before sharing any personally identifiable information described below.

By using, registering or placing an order on this website at <http://www.concept13.co.uk>, or if placing an order directly with the company, you consent to the collection, use and transfer of your information under the terms of this policy. Since this is a growing website and because Internet technologies are constantly evolving, this Policy is subject to change at any time and any changes will be posted on this page.

This Policy works hand-in-hand with the Terms and Conditions of Use, found elsewhere on the website.

We are registered with the Information Commissioner’s Office (ICO). Our Registration Number is: ZA322760. For more information, visit the [ICO website](#). For the purposes of the Data Protection Act 1998, the Data Controller is Concept13 Limited at Cranfield Innovation Centre, University Way, Cranfield, Bedfordshire, United Kingdom, MK43 0BT, (info@concept13.co.uk).

01 What does this notice cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

02 What is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers

The personal data that we use is set out in the Annexe of this document, below.

03 What are my rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in **Part 12** to find out more.

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- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 12 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 12.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 12

04 What personal data do you collect and how?

When you visit, register or order products or services on <http://www.concept13.co.uk> you may be asked to, or of your own volition, provide information from which you can be identified, including your name, email address, home or Company address etc as well as text you may upload and other technical data such as the IP address of the machine you use. The Company will not collect such information from users while they use the website unless they voluntarily provide it to us and authorise us to collect such information. Users may provide other information about themselves from which they can be identified.

We may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any personal data relating to children, or data relating to criminal convictions and/or offences.

Data Collected	How we collect the data
Identity Information including your first name, last name, and title	As part of the website checkout for new orders, and/or details you share with us as part of written, electronic or telephone conversations
Contact information including your address, email address and telephone number	As above.
Business information including the business name, your job title, company size and sector	As above.
Payment information including billing address, card details, and/or bank account numbers.	As above.
Profile information including email preferences, product interest and purchase history.	As above.

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Data from third parties including credit reference agencies and payment providers.	In the processing of orders, we may contact our payment providers or credit agencies as part of our processes.
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The Company collects and tracks certain non-personally identifiable information, including, but not limited to, IP numbers and browser type, access times, domain names, usage habits and other information which does not specifically identify any individual.

05 Does the Company use cookies?

Cookies are small text files that a website can write to your computer. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site. We use cookies to identify you and allow you to log in once to our website and search or post without having to log in again and again. Cookies are also used by our affiliates or links to identify you as a User of <http://www.concept13.co.uk>.

The following is a summary of the types of cookies that are being used on this site, along with information on how you can block them.

Cookie Type	Cookie File Names	Purpose	Active on this site	More Information
Essential Site Cookies	Various	Site cookies are essential to the operation of this website. They are usually set when you first visit the site and deleted when you close your browser. If blocked, this site will not operate correctly	Yes	n/a
CMS (Content Management System)	Various	Cookies are set by our CMS/Blog system when you first visit this site. These cookies are not used by the Company. These cookies are usually deleted when a user closes their browser	Yes	n/a
Google Analytics	_utma _utmb _utmc _utmz	These cookies are used to collect information about how visitors use our site. The information is used to compile reports that let us improve the site. The information is collected in an anonymous form, including the number of visits to this site, how you arrived at the site, and which pages you visited.	Yes	You can opt-out of these cookies by following this link: http://tools.google.com/dlpage/gaoptout
Site Cookie Acceptance	cookietab- last-shown- time cookietab- consent	These cookies are used to record if a user has accepted the use of cookies on this website	Yes	n/a

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

The Company does not use Cookies to store information such as credit card numbers, telephone numbers, or other information you provide.

This Privacy Policy only covers the use of Cookies by the Company. It does not cover the use of Cookies by any other 3rd-party or advertisers.

06 How do we use your personal data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data and our lawful bases for doing so:

What we do	What data we use	Our lawful basis
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Privacy Policy

Administering our business.	Identity, contact, business and profile information	Consent
Supplying our products and services to you.	Identity, contact, business, payment, and profile information	Consent, Contract
Managing payments for our products and services.	Identity, contact, business, payment, and profile information	Consent, Contract
Personalising and tailoring our products and services for you	Identity, contact, business and profile information	Consent, Contract
Communicating with you.]	Identity, contact and business information	Consent
Supplying you with information by email that you have opted in to. You may opt-out at any time by contacting us using the details in part 12	Identity, contact, business and profile information	Consent

User may 'opt out' by contacting customer service at info@concept13.co.uk.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email or telephone with information, news, and offers on our products and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 12.

The Company may, from time to time, send or post surveys or requests for your feedback in order to help us make our website and services better. Any responses we receive from users will be used only to evaluate our website and services and no personally identifiable information from respondents will be shared with any non-employees of Company, except that information provided in the Feedback/Comments areas.

If you are chosen for a promotion or as a winner in a contest, you give the Company permission to use your name, image and other information about you, for marketing purposes.

To maintain customer service standards and to assist staff training, we may record and monitor incoming calls.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

We may also disclose personally identifiable information in the establishment or exercise of legal rights or defences against legal claims, to comply with applicable laws or regulations, to comply with a valid legal process, such as a search warrant, subpoena or court order or to investigate suspected fraud or a violation of our Terms and Conditions of Use.

We will never sell user information to any 3rd-party not affiliated with the Company, without your specific and unambiguous consent, except in connection with the sale or merger of the Company or the division responsible for such services provided.

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07 How long will we keep your personal data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept).

Data Collected	How long we keep it
Identity Information including your first name, last name, and title	If you are a customer, no longer than 7 years from the last date that we processed a sale, or from the most recent service contract end-date, whichever is the later. AND/OR If you have given consent to receive marketing information, we will hold your information until either (a) you withdrawn consent, or (b) 3 years from the first point of contact.
Contact information including your address, email address and telephone number	As above
Business information including the business name, your job title, company size and sector	As above
Profile information including email preferences, product interest and purchase history.	As above
Payment information including billing address, card details, and/or bank account numbers.	As above
Data from third parties including credit reference agencies and payment providers.	No longer than required to fulfil the sale of the product and/or service.

08 How and where do we store or transfer your personal data?

We may store some or all your personal data within the European Economic Area (the “EEA”). The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein. This means that your personal data will be fully protected under the EU GDPR and/or to equivalent standards by law. Transfers of personal data to the EEA from the UK are permitted without additional safeguards.

We may store some or all your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

If you have contracted with us to provide a service that will be used outside the UK and the EEA, we may store some of your personal data in the destination country. These are known as “third countries”. We will only store or transfer personal data in or to countries that are deemed to provide an adequate level of protection for personal data. For further information about adequacy decisions and adequacy regulations, please refer to the Information Commissioner’s Office.

When working with suppliers, we will use specific approved contracts which ensure the same levels of personal data protection that apply under the Data Protection Legislation. For further information, please refer to the Information Commissioner’s Office.

Please contact us using the details below in Part 12 for further information about the particular data protection safeguard[s] used by us when transferring your personal data to a third country.

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The security of your personal data is essential to us, and to protect your data, we employ security measures to protect, so far as reasonably possible, your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage:

- Limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- Procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so.

The Company requires that our advertisers and partners ensure the security of the data that users provide to them, however, in the event of a breach of their security measures, you agree that the Company will not be liable for any losses or damages.

09 How do we protect your data?

The Company limits access to personal information about users to employees, for whom we reasonably believe it is necessary, in order to provide products or services.

10 Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exception[s].

1. If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.
2. In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

You agree that we may disclose your identity and contact details to (1) any third party who claims to us that any material posted or uploaded by you to our site constitutes a violation of their intellectual property rights or their rights of privacy, and (2) to other companies and organisations for the purposes of fraud protection and credit risk reduction.

We may sometimes contract with third parties to supply products and/or services, required to fulfil our contractual commitments to you. For example, Network Service providers, suppliers (for warranty purposes) or software solution providers. If this is required, we will discuss the third parties with you, and seek your verbal or written consent to share your data with them.

11 How can I access my personal data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 12. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 7 days and, in any case, not more than one month after receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from

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the date we receive your request. You will be kept fully informed of our progress.

12 How do I contact you?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: info@concept13.co.uk

Telephone number: 0333 335 0345 (Note: Requests need to be confirmed in writing via email or letter, before they can be actioned.)

Postal Address: Concept13 Limited, 91 Aylesbury Road, Bedford, Bedfordshire, United Kingdom, MK41 9RQ,

13 Can I Opt-out?

The Company gives users the option to remove personally identifiable information from our list of active users.

You may also choose to opt out of certain communications from the Company, such as our Newsletter.

If you want to unsubscribe or opt out of communications from us, send an email to Customer Service at info@concept13.co.uk. We will respond within 48 hours.

The Company is not responsible for removing personally identifiable information from the lists of any 3rd-party partner or advertiser who has previously been provided with your information in accordance with this Policy.

14 What is the minimum age to use this website?

Use of <http://www.concept13.co.uk> and products/services are intended for persons who are eighteen (18) years or older or Company entities.

If proof comes to the attention of the Company that an individual user is under the age of eighteen (18) years and is accessing our services and/or products without the consent, approval or authorisation of their parents or legal guardian or other person with legally recognised parental authority, the Company will immediately terminate such account.

15 Will there be changes to this Privacy Policy?

The Company reserves the right to amend this Policy at any time, in the event that this becomes necessary after initial release, or in the event that it becomes necessary with respect to additional, deleted, modified or amended services provided by Company.

The Company will not personally notify you of any amendments to this Policy. **Users are urged to check this Policy frequently in order to determine whether any changes have been made. Users understand and agree that continued use of the Company website assumes that they have read and accepted this Policy, as it may be amended from time to time.**

16 Where can I access this policy?

This Policy is accessible from the Home Page of the Company website, under the link "Privacy Policy".

17 Spyware

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The Company never uses or installs spyware on user computers, nor do we use spyware to retrieve information from user computers.

18 Your California Privacy Rights

IF YOU ARE A USER IN CALIFORNIA, USA: The State of California, USA, has passed legislation requiring certain specific disclosures be made available to California residents who use the Internet and provide information that may be used for marketing purposes. That legislation requires any Company that discloses a customer's personal information (as defined by the "Act") to any 3rd-party, for direct marketing purposes, to provide the customer with a method for obtaining the names, addresses and certain other specified details of anyone who might have received that personal information. If you are a California resident you may request this information from Company by writing to:

Concept13 Limited at Cranfield Innovation Centre, University Way, Cranfield, Bedfordshire, United Kingdom, MK43 0BT
Attn: California, USA Privacy Rights.

or by sending an e-mail, with "California, USA Privacy Rights" in the subject line, to info@concept13.co.uk. Concept13 Limited is not obligated to respond to more than one such request from User per calendar year.

19 Section Titles

The section titles used in this Policy are purely for convenience and carry with them no legal or contractual effect.

20 Payment Partners

The Company accepts Stripe as a payment option, and all users are subject to their individual terms of use, privacy policies and other legal requirements

Users are encouraged to review the Terms of Use, Privacy Policy and other legal disclosures of payment partners.

21 Contact

All comments, queries and requests relating to our use of your information are welcomed and should be addressed to info@concept13.co.uk.

22 What is the effective date of this privacy policy?

This [Privacy Policy](#) was last updated, and became effective, on 01/06/2021.