



PRIVACY POLICY

Muddy Faces Ltd is committed to protecting and respecting your privacy.

This policy applies to the use and processing of personal information collected and used by Muddy Faces Ltd. Personal information is information, or any combination of separate pieces of information, that could be used to identify you. By using Muddy Faces Ltd website or otherwise providing your personal information to Muddy Faces Ltd, you agree to the collection, use and sharing of your information.

Your privacy is our priority and we go to great lengths to protect it. Any information we collect about you will always be handled securely and in compliance with the UK Data Protection Act (1998) and the new European General Data Protection Regulation (GDPR).

We may share your personal information within Muddy Faces Ltd and as described in this policy, however, we will not share or sell your information with other organisations outside of Muddy Faces Ltd.

We collect information from you when you register or fill in forms on our website, search for a product, place an order on our site, or by corresponding with us by phone, e-mail or otherwise and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, payment information (such as a credit card) and bank details. Any correspondence you send electronically may be retained, such as the content of your email messages, your email address and your response.

Your personal log information relates to information about your visit to, and any actions on our website, www.muddyfaces.co.uk. This includes your IP address, referrer, length of visit and number of page views. This information is required for the website to work correctly and allows us to improve the performance and functionality of the site.

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

We only collect the information that we need to fulfil the purposes set out at collection. You can update this information at any time.

The information that you provide may be used to:

- keep you up to date with our activities
- respond to any queries that you may have
- process your orders
- operate, maintain and provide to you the features and functionality of our website

All information you provide to us is stored on our secure servers. Any payment transactions are encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you

to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Our website will contain links to other websites not under our control. As such we cannot be responsible for the protection and privacy of any information you may provide while visiting other sites, nor are said sites governed by this privacy policy.

Information we may collect from you

We may collect and process the following data about you:

Information you give us. We collect information from you when you fill in forms on our website, www.muddyfaces.co.uk, or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use our site, subscribe to our service, search for a product, place an order on our site, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey and when you report a problem with our site. The information you give us may include your name, address, e-mail address and phone number, payment information (such as a credit card) and bank details.

Information we collect about you. We use cookies and other technologies to collect information when you visit our site. We may collect the following information;

- information about your device browser and operating system, IP address, web pages you view, links you click.
- information about your visit, including the full URL clickstream to, through and from our site, products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

Information we receive from other sources.

We may obtain information about you from other sources. We are also working closely with third parties (including, for example, delivery services, advertising networks, analytics providers, search information providers) and may receive information about you from them.

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

Uses made of the information

We use information held about you in the following ways:

- Information you give to us. We use the information we collect to provide you products, offers and services, to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us; We also may use it to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about; or provide you with

information about goods or services we feel may interest you. If you are an existing customer, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to those which were the subject of a previous sale or negotiations of a sale to you. If you are a new customer, we will contact you by electronic means only if you have consented to this. If you do not want us to use your data in this way, please tick the relevant box on the registration form on which we collect your data

Information we collect about you.

We will use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you.

Information we receive from other sources.

We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

Disclosure of your information

We may share your personal information within Muddy Faces Ltd and as described in this policy, however, we will not share or sell your information with other organisations outside of Muddy Faces Ltd.

We may share your information with selected third parties that perform a variety of business operations on our behalf. We provide our service providers with only the personal information they need in-order to perform the services we request including:

- Fulfilling your requests and answer any questions.
- Fulfilling any contract that we have entered into with you.
- Hosting our sites and delivering email or other communications.
- Contacting contest winners, managing payments or taking actions on our behalf.
- Analysing our data, sometimes with data from other sources, to send you communications.
- Conducting research and analyse data to improve our products, service and sites.
- Performing other services that we may request.

Where we have shared your information with a business partner, they will not be permitted to use Muddy Faces data for its own independent marketing purposes.

We may share anonymous information that does not identify you, for business purposes. For example, we may disclose the number of visitors to www.muddyfaces.co.uk.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Muddy Faces Ltd, or, substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use, or terms and conditions of supply, and other agreements; or to protect the rights, property, or safety of Muddy Faces Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

Where we store your personal data

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us as described below.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Personal Information Retention Period

We will retain personal information for the period necessary to fulfil the purposes outlined in this Privacy Statement, unless a longer retention period is required or permitted by law.

Email Communications

You can stop receiving promotional email messages from Muddy Faces Ltd by following the opt-out instructions provided in any such message you receive.

Postal Mail

You can stop receiving promotional postal mail from Muddy Faces Ltd by following the opt-out instructions that may be included within those communications.

Access to information

The Act gives you the right to access information held about you. We take steps to keep your personal information accurate. You can keep your personal information updated when you sign into the "My Account" section on our website. If information access and updating are not available when you registered, you can exercise your right of access in accordance with the Act by contacting us as described below.

Data Deletion

You can delete your Muddy Faces account at any time. Please contact us at any time as described below and we will deal with your request as necessary under applicable law.

Consent

Where you have provided consent for our processing of your personal data, you may withdraw that consent at any time by contacting us as described below.

We will cease processing your personal data as soon as reasonably practicable following our receipt of your withdrawal.

Complaints

If you consider that we have processed personal data in violation of applicable law, please contact us as described below. If you consider that we have processed personal data in violation of applicable law and failed to remedy such violation to your reasonable satisfaction, you may also lodge a complaint with a supervisory authority (e.g. the Information Commissioner in the UK).

Links to Third Party Sites and Social Media

Muddy Faces Ltd website may include links to third-party sites. Muddy Faces Ltd does not control these third-party sites, and we encourage you to read the privacy statement of every site you visit.

Social Networks and Third-Party Plug-ins

Our websites may include plugins from social networks or other third parties. An example of a plugin is the Facebook "Like" button. Where legally permitted, these plugins may communicate with and send information to the party that provided the plugin, even if you do not click on the plugin. This information may include your IP address, information about your browser and device, and the address of the web page you are visiting on our site. Loading, using or clicking the plugins may also place, read and transmit cookies. These cookies may contain a unique identifier the social network or third party assigns to you. The loading, functionality and your use of the plugins are governed by the privacy statement and terms of the party that provided the plugin.

Social Network and Third-Party Login

Our websites may allow you to log in using a social network or other third-party account. An example of a third-party login is "Log in with Facebook." Logging into one of our sites with your social network or other third-party account may allow us to gather information that you give us permission to access from that social network or third party. The login feature may also transfer information to the social network or third party, such as your username and password, to authenticate you. The social network or third party may also automatically collect information such as your IP address, information about your browser and device, and the address of the web page you are visiting on our site. The login feature may also place and read cookies from that third party that may contain a unique identifier the social network or other third party assigns to

you. The functionality of and your use of the login is governed by the privacy statement and terms of the party that provided the login functionality.

User Generated Content

Please remember that any information you submit or post as user-generated content to Social Media sites become public information. You should exercise caution when deciding to disclose your personal, financial or other information in such submissions or posts. Muddy Faces Ltd cannot prevent others from using such information in a manner that may violate this Privacy Statement, the law, or your personal privacy and safety. Muddy Faces Ltd is not responsible for the results of such postings.

Information Security

Muddy Faces Ltd is committed to keeping personal information secure. We have implemented technical, administrative and physical procedures designed to protect personal information from loss, misuse or alteration.

We limit access to personal information to those who have a business need. We keep personal information only for so long as deemed reasonably necessary.

Links to other websites and apps

Our Sites may provide links to other websites and apps for your convenience and information. These websites and apps may operate independently from us. Linked sites and apps may have their own privacy notices or policies, which we strongly suggest you review. To the extent any linked websites or apps are not owned or controlled by us, we are not responsible for their content, any use of the websites or apps, or the privacy practices of the websites or apps.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@muddyfaces.co.uk or Muddy Faces, Farm View Works, 4a Sheffield Road, Hackenthorpe, Sheffield S12 4LT.