

Privacy Notice

In this document the words, "we", "our", or "us" refer to Pixelar Limited ("Pixelar")

Pixelar is registered in England and Wales. The registered office of Pixelar is at 22 Bridge Street, Maidenhead SL6 1RR.

Background

This document tells you about your privacy rights and how we collect and process information that we collect from you or that you provide to us.

It covers both personal and non-personal information.

Information that can identify you is **personal information**.

Information that cannot identify you is **non-personal information**.

Processing information refers to the collection, storage, transfer and use of information and how information might be used or dealt with by Pixelar.

Pixelar is legally required to inform you about your rights and our obligations in respect of the processing and control of your personal information. Pixelar complies with this obligation by recommending that you visit **<http://www.knowyourprivacyrights.org>** which contains information about these matters.

Our information and privacy policy complies with the UK Data Protection Act 2018 (the DPA) . The DPA incorporates the terms of the EU General Data Protection Regulation (GDPR).

Except as set out below, Pixelar does not share, or sell, or disclose to a third party, any information collected through our website.

This document explains why Pixelar processes your data and the basis on which Pixelar does so.

Pixelar reserves the right to amend or modify this document at any time.

1. Processing of Data

Pixelar may process different types of information relating to you. These are broken down into groups as follows:

Contact data includes addresses (billing address, delivery address, email address), telephone numbers and any other information you have provided for contact purposes.

Financial data such as bank account and payment card details.

Identity data includes your name (first name, last name}, title, date of birth, and other identifiers.

Marketing data including how you prefer (or not) to receive marketing from us; communication preferences; responses and actions in relation to our products and services.

Profile data such as username and password, details of purchases or orders which you make, feedback, interests, preferences and survey responses.

Technical data such as IP address, browser type and version, time zone setting and location, operating system and platform and other technology on the devices you use to connect with us.

Transaction data such as information about products and services we have provided to you and payments and communications between us.

We may aggregate non personal information for any purpose. This could include for example demographic or statistical information. Aggregated data of this type may be derived in part from your personal information. However, this is not considered personal information for legal purposes if it does not reveal your identity.

However, if aggregated data can identify you then this aggregated data will be treated as personal information, and it will be subject to the terms of the policy set out in this privacy notice.

2. Failure to provide personal information

There may be occasions where Pixelar has a legal obligation to collect personal data. Additionally, if there is a contract between us, Pixelar may need to be provided with personal data in order to carry out its obligations. If we are not provided with this personal data on request Pixelar may have to stop providing a service to you.



3. Information processed under a contractual obligation

If there is a contract between us because (for example) you create an account or register with us, buy a product or service from us, or agree to our terms and conditions then in order to perform our contractual obligations we need to process information including personal information.

This information may be used in order to verify identity, provide services and/or provide suggestions, advice and how to get the best from our products and services.

We process this information because there is a contract between us or because we need this information in order to enter into a contract with you.

Information will be processed on this basis until the contract ends.

4. Information processed with consent

If there is no contract with Pixelar, you may still consent to Pixelar processing information (including personal information) by visiting our website or asking Pixelar to provide information relating to its business or services.

As an example, if you agree to our use of cookies, you will be giving consent to the processing of this information.

If you have given us permission, we may pass your name and contact information to selected associates whom we consider may provide services or products you would find useful.

We continue to process information on this basis until you withdraw consent is withdrawn or it can be reasonably assumed that this consent no longer exists. You may withdraw your consent at any time by sending a withdrawal message to **informationrequests@pixseller.com**. If you withdraw your consent, you may not be able to use our website or our services further.

5. Information processed because of legitimate interests

Pixelar may process information if there is a legitimate interest in doing so. A legitimate interest may be in our interests, your interests or both of our interests.

Where Pixelar processes your information on this basis, it does so after having considered whether processing (or not processing) could adversely affect you and/or whether you would expect your data to be processed and/or whether it would be reasonable to do so



For example, Pixelar may process your data on this basis for the purposes of:

- record-keeping for the purpose of proper and necessary administration of Pixelar's business
- communicating with you
- protecting the legal rights of Pixelar or any other person
- managing and protecting Pixelar's business

6. Information processed because of a legal obligation

Pixelar may be required to process information (including personal information) in order to comply with a legal obligation.

A legal obligation could include Pixelar providing information required by a court or by law enforcement or other relevant bodies.

7. Public areas

A public area is an area of a website such as a forum or a chatroom which allows users to post information and/or interact with other users. Information posted on a public area may be read, copied or used by others.

If Pixelar creates a public area on our website Pixelar reserves the right at its discretion to edit and/or moderate content which is posted in a public area. However, Pixelar does not have an obligation to do so.

Information posted in a public area will be in the public domain. Pixelar will have no control over what any third party may do with this information and Pixelar has no liability or responsibility for the actions of third parties.

Pixelar stores information posted in public areas and reserves the right to use it in the future in any way provided that in doing so Pixelar is not in breach of any applicable law.

Pixelar may at its discretion agree to delete information that has been posted in a public area. You can make a request by contacting us at informationrequests@pixsel.com.



8. Payments

If you provide payment information to us, we store information about your debit or credit card or other means of payment when you first provide it to us.

We store this payment information in order to make repeat purchasing of goods and services easier next time you visit our website.

We also store it to help us prevent fraud.

We take the following measures to protect your payment information:

- We keep your payment information encrypted on our servers.
- We do not keep all your payment information so as:
 - a) to prevent the possibility of our duplicating a transaction without a new instruction from you;
 - b) to prevent any other third party from carrying out a transaction without your consent
- Access to your payment information is restricted to authorised staff only.
- If we ask you questions about your payment information, we only show partial detail OR the first four OR the last four digits of the debit or credit card number.

We automatically delete your payment information when a credit or debit card expires

If we use a third-party payment service provider to take payment from you then at the point of payment, you will be transferred to a secure page on the website of the payment service provider. That page may be branded to look like a page on our website, but it is not controlled by us.

9. Direct debits

If you agree to set up a direct debit arrangement in favour of Pixelar, the information you give to us is passed to our own bank for processing according to our instructions. We will keep a copy of this information, but this information will be kept only for the duration of the direct debit arrangement.



10. Communications

When you contact Pixelar, we process the data you have given to us in connection with your communication including personal information.

11. Affiliate and business partner information

This is information given to Pixelar by our affiliates or business partners. This information allows Pixelar to recognise visitors referred to Pixelar and to credit and pay to affiliates and business partners commission for such referrals.

12. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit a website. Cookies allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time. Others last indefinitely.

Your web browser should allow you to delete any cookies you choose, and it should also allow you to prevent or limit their use.

Our website uses cookies. They are placed by software that operates on our servers, and by software operated by third parties whose services we use.

When you visit our website, you will be asked whether you agree to our use of cookies. If you choose not to accept them, we shall not use them for your visit except to record that you have not consented to their use for any other purpose.

However, if you choose not to use cookies or if you prevent their use through your browser settings, you will not be able to use all the functionality of our website.

We use cookies in the following ways:

- to track how you use our website
- to record whether you have seen specific messages we display on our website



- to keep you signed into our website
- to record answers to surveys and questionnaires on our website while you complete them
- to record the conversation thread during any live chats with us team

13. Browsing activity

Requests by your web browser to our servers for web pages and other content on our website are recorded.

We record information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website and how we perform in providing content to you.

If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed into our website.

14. Re-marketing

Re-marketing involves placing a cookie on your computer when you browse our website in order to be able to serve to you an advert for our products or services when you visit some other website.

We may use a third party to provide us with re-marketing services from time to time. If so, then if you have consented to our use of cookies, you may see advertisements for our products and services on other websites.

15. Information we obtain from third parties

Although we do not disclose your personal information to any third party (except as set out in this notice), we may receive data that is indirectly made up from your personal information from third parties whose services we use.

16. Third party adverts

We reserve the right to allow third parties to advertise on our website. If we do so, those third parties, their agents or others working for them may use technology that automatically collects information about you when their advertisement is displayed on our website.



They may also use other technology such as cookies or JavaScript to personalise the content and to measure the performance of their adverts.

We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

17. Credit references

To assist in combating fraud, we may share information with credit reference agencies, so far as it relates to clients or customers who instruct their credit card issuer to cancel payment to us without having first provided an acceptable reason to us and given us the opportunity to refund their money.

18. Data may be processed outside the European Union

Our websites are hosted in the United Kingdom.

We may also use outsourced services in countries outside the European Union from time to time in other aspects of our business.

Accordingly, data obtained within the UK or any other country could be processed outside the European Union.

19. Accessing, changing and removing information

Please tell us if your personal data changes.

You can review or update personal information that we hold about you by contacting **informationrequests@pixseller.com**.

After receiving the request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

If you want us to remove your personal information from our website, please contact us to make your request.

Complying with your request may limit the service we can provide to you.

If we receive any request to access, edit or remove personal information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action.



20. Children

We collect data about all users of our website regardless of age and it is possible that some users be children.

21. Encryption

We use Secure Sockets Layer (SSL) certificates to verify our identity to your browser and to encrypt any data you give us.

Whenever information is transferred between us, you can check if this is done using SSL by looking for a closed padlock symbol or other trust mark in your browser's URL bar or toolbar.

22. Complaints

If you have any complaint relating to or arising from this privacy policy then we want you to tell us.

If a complaint is not resolved we hope you will agree to attempt to resolve it by engaging in good faith with us in a mediation or arbitration process.

You have a right to lodge a complaint with the Information Commissioner's Office (ICO). <https://ico.org.uk/make-a-complaint/>. However, we would appreciate the opportunity to talk to you about your concerns before you approach the ICO.

Pixelar will record all information given to us in connection with a complaint and use that information to deal with the complaint.

If Pixelar decides that it is necessary to contact a third party in connection with a complaint Pixelar may at its discretion decide to give to the third party some or all of the information relating to the complaint.

23. Retention period

Except as otherwise mentioned in this privacy notice, Pixelar reserves the right to keep your personal information for the maximum period which we are legally able to retain your personal information by English law. However, Pixelar reserves the right to remove or delete this information before the expiry of this period



24. Compliance with the law

Our privacy policy aims to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you.

25. Updating or amending this privacy policy

We may update or amend this privacy policy from time to time. If we do, the amended or updated privacy policy will apply to you with effect from the date on which the amended or updated policy is posted onto our website. if you have any questions regarding our privacy policy, please **contact us**.

