

Privacy Policy

Here at Pattern Collective Studio, we are committed to maintaining the trust and confidence of all the visitors to our website and any users of the portfolio. We have outlined below details on how we treat all data we collect from visitors to our website and any personal information provided to gain access to the portfolio.

Definitions and Interpretations

- In this privacy policy, the following definitions are used:

Data:

Collectively all information that you submit to Pattern Collective Studio via the website. This definition incorporates, where applicable, the definitions provided in the Data Protection Act 1998

Cookies:

A small text file placed on your computer by this Website when you visit certain parts and / or when you use certain features of the Website. More details are listed in the cookies paragraph

Pattern Collective Studio, or us:

We are Pattern Collective Ltd, a company incorporated in England and Wales with registered number 7950262 whose registered office is at Siddeley House, 50 Canbury Park Road, Kingston Upon Thames, Surrey, KT2 6LX, UK

UK and EU Cookie Law:

The Privacy and Electronic communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011

User or you:

Any third party that accesses the Website and is not either (i) employed by Pattern Collective Studio and acting during their employment or (ii) engaged as a consultant or otherwise providing services to Pattern Collective Studio and accessing the Website in connection with the provision of such services

Website:

The website that you are currently using, www.patterncollective.com and any sub-domains of this site unless expressly excluded by their own terms and conditions

Data Collected

- It is extremely important to us to protect the copyright of our designs and ensure this website provided the best platform to showcase these designs. This means we may collect the following Data from you, which can include personal information:
 - o Name
 - o Job Title
 - o Profession
 - o Contact information such as telephone numbers, email and business addresses
 - o IP address (automatically collected)
 - o Contact information such as telephone numbers, email and business addresses
 - o IP address (automatically collected)
 - o Web browser type and version (automatically collected)
 - o Operating system (automatically collected)
 - o A list of URLs starting with a referring site, your activity on the Website, and the site you exit to (automatically collected)

In each case, this data is collected in accordance with this privacy policy

Our use of this Data

- We do use third-party services such as Google Analytics and Extreme Tracker to collect standard internet log information and details of visitor behaviour patterns for any visitor to the website – www.patterncollective.com. This information is used to find out information like how many visitors use the site and how they have found us. The information is processed so it does not identify anyone and we do not make or allow third parties to attempt to find out these identities
- As part of the portfolio account set up, we do collect personal information. We use this to firstly ensure you are a trade visitor and secondly to protect the copyright of the designs. We do not rent or trade email lists with other organisations and businesses
- We do use email marketing programs to deliver newsletters and our latest information and we do gather statistics using industry standard technologies to help us monitor and improve this. You can unsubscribe to these general mailings at any time by clicking the unsubscribe link

Link to other Websites

- This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them

Changes of Business Ownership and Control

- Pattern Collective Studio may, from time to time, expand or reduce our business and this may involve the sale and / or transfer of control of all or part of Pattern Collective Studio. Any data provided by Users will, where it is relevant be transferred along with that part and the new owner will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us

Accessing Your Own Data

- You have the right to ask for a copy of any of your personal Data held by Pattern Collective Studio (where such Data is held). Please email any request using the details on the contact us page

Security

- Data security is of great importance to us and to protect your Data, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website
- If password access is required for certain parts of the website, you are responsible for keeping this password confidential
- We endeavour to do our best to protect your Personal Data. However, transmission of information over the internet is not entirely secure and is done at your own risk. We cannot ensure the security of your Data transmitted to the Website

Cookies

- This Website may place and access certain Cookies on your computer. Pattern Collective Studio uses Cookies to improve your experience of using the Website and to improve our range of products. Pattern Collective Studio has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times
- All Cookies used by this Website are used in accordance with the current UK and EU Cookie Law
- Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Pattern Collective Studio to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended
- The Website may place the following Cookies:
 - o **Strictly necessary cookies:** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services
 - o **Analytical / performance cookies:** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily
- You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser
- You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings
- It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings
- This privacy policy is governed by and interpreted according to English law. All disputes arising under this privacy policy are subject to the exclusive jurisdiction of the English courts.

Changes to this Privacy Policy

- Pattern Collective Studio reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations.

You may contact Pattern Collective Studio by using the Contact Us page of this website.

November 2019