



Privacy and Cookies Policy

(last revised 22nd September 2015)

This Privacy and Cookies Policy applies to the website www.bettyscookeryschool.co.uk (the "Site") which is run by Betty's & Taylors of Harrogate Ltd, a company registered in England and Wales with company number 00543821 ("the Company"), of 1 Parliament Street, Harrogate HG1 2QU. On our Site, the Company is referred to as "Betty's".

This Privacy and Cookies Policy ("Policy") explains how the Company collects, uses and discloses personal information about you when you visit the Site and when you contact the Company, whether by e-mail, post or telephone using the contact options on the Site. The information you provide to us through the Site will initially be collected by the Company but may then be shared with other companies in the Betty's & Taylors Group Ltd group of companies ("Group"). All references to "the Company", "we" and "our" in this Policy therefore include the Group, unless distinguished in the text. Depending upon your relationship with the Company, we may separately provide you with further details about our use of your personal information.

What type of information does the Company collect and why?

When you visit our Site, we may automatically collect standard internet and website log information and details of patterns about how website visitors behave. The information we may collect includes information about your Internet service provider, your operating system, browser type, domain name, the Internet protocol (IP) address of your computer (or other electronic Internet-enabled device), your access times, the website that referred you to us, the Web pages you request and the date and time of those requests. This may allow us to find out which parts of the Site are popular or need changing.

Our collection of website use information may also involve the use of cookies and Web beacons. Please see the "Cookies" section below for more information.

The Site allows you to interact with the Company in many ways, including:

- contact us by phone;
- create a customer account (allowing you to move through the checkout process more quickly, store delivery addresses and contact details and view your booking);
- sign up to our mailing list (post or e-mail) to receive information about our services - this could happen online, over the telephone, via e-mail, through course feedback forms or through competition or promotional material; and
- book a place on our courses.

If you want to use any of these services, you will need to provide us with some additional personal information so that we can liaise with you in order to deal with your request, query, booking, or customer account registration. If you do choose to provide us with your personal information, we will collect that information for our own use and for the purposes described in this Policy.

What type of personal information does the Company collect?

Where you choose to provide personal details to us, we may collect the following personal information from you:

- your full name;
- your contact details eg address, telephone number and e-mail address;
- the reason for your contact, which may be an enquiry or a booking;
- if you create a customer account - your username, password, e-mail address and your full name;
- if you make a booking using the Site:
 - financial account information, such as credit/debit card number and other payment information;
 - delivery information which may include your home or work address and telephone number, or the details of the gift recipient;
 - relevant medical information, diet or allergy details; and/or
 - personal data relating to a third party – this could be a gift recipient, or a child;

- your contact and marketing preferences;
- if you complete a feedback form, or interact with us in various other ways - demographic information and information about subjects that may interest you;
- information necessary for legal compliance; and/or
- where you “like” us or make posts on our pages on social networking websites, such as Facebook, Twitter, YouTube and Instagram.

This information will be collected primarily from you as information voluntarily provided to us, but we may also collect it where lawful to do so from (and combine it with information from) public sources, third party service providers, individuals who you have indicated have agreed for you to provide their personal information, government, tax or law enforcement agencies and other third parties. We may also collect personal information about you from your use of other Company websites or services.

How does the Company use information about you?

The Company may use information about you for purposes described in this Policy or as otherwise disclosed to you on our Site or with our services. For example, we may use information about you for the following purposes:

- to respond and/or deal with your request or enquiry;
- to process and administer your booking(s) of our services;
- to improve our services and products and to ensure that content from the Site is presented in the most effective manner for you and for your computer (or other electronic Internet-enabled device);
- to administer the Site;
- for internal record keeping;
- to contact you (directly, either by the Company or through a relevant partner or agent) by e-mail or phone for any of the above reasons;
- subject to your consent where required under applicable laws, to carry out direct marketing and/or e-mail marketing that you have requested;
- where necessary as part of any restructuring of the Company or sale of the Company’s business or assets;
- to perform any contract the Company has with you;
- for compliance with legal, regulatory and other good governance obligations;
- to conduct customer data analysis (for marketing purposes); and
- to ensure course attendee requirements are met – e.g. dietary and allergen needs and medical needs.

This list is not intended to be exhaustive and may be updated from time to time as business needs and legal requirements dictate. Some of the personal information that the Company maintains will be kept in paper files, while other personal information will be included in computerised files and electronic databases as set out in more detail below.

In most cases, the information the Company processes about you is required to deal with your request, booking or registration, or required by law, or is necessary for the exercise of the Company’s legitimate business interests and needs.

The Company may also convert personal information into anonymous data and use it (normally on an aggregated statistical basis) for research and analysis to improve Company performance. In addition, the Company may use pixels or transparent GIF files, to help manage online advertising. Any information that we collect and share in this manner is anonymous and not personally identifiable.

Does the Company share personal information with third parties?

Your personal information will be made available for the purposes mentioned above (or as otherwise notified to you from time to time), on a ‘need-to-know’ basis and only to responsible management, accounting, legal, logistics, audit, compliance, information technology and other corporate staff who properly need to know these details for their functions within the Company. Please note that certain individuals who will see your personal information may not be based at the Company or in your country (please see below).

We may share personal information within the Group as needed for reasonable management, analysis, planning and decision making, including in relation to taking decisions regarding the expansion and promotion of our product and service offering, order or customer request fulfilment and for use by those companies for the other purposes described in this Policy.

Your personal information may also be made available to third parties (within or outside the Company) providing relevant services under contract to the Company, or the Group (see below for further details), such as marketing agencies, mail houses, credit card processors, auditors and compliance managers, providers of call centres and IT hosting and IT maintenance providers. These companies may use information about you to perform their functions on our behalf.

We may disclose specific information upon lawful request by government authorities, law enforcement and regulatory authorities where required or permitted by law and for tax or other purposes. Your personal information may also be made available to third parties or partners where necessary as part of any restructuring of the Company or sale of the Company's business or assets. Personal information may also be released to external parties in response to legal process, and when required to comply with laws, or to enforce our agreements, corporate policies, and terms of use, or to protect the rights, property or safety of the Company, our employees, agents, customers, and others, as well as to parties to whom you authorise the Company to release your personal information.

We will not sell your personal information to any third party other than as part of any restructuring of the Company or Group or sale of a relevant Group business.

Will your personal information be transferred abroad?

Some transfers of personal information to third party recipients have been explained above. Individuals within the European Economic Area ("EEA") should be aware that such recipients of their personal information, within the Company or third parties (as set out in this notice), may not be located within the EEA but instead located in countries which do not have equivalent protection for personal information to that within the EEA. Steps will be taken to protect your personal information in that instance consistent with applicable law.

What choices does the Company offer you with regard to direct marketing?

The Company may wish to provide you with information about new products, services, promotions and offers, which may be of interest to you and may invite you to take part in market research or request feedback on our services and products. This communication may occur by e-mail, telephone or post. We will obtain your consent and advise you of how to opt-out of receiving such communications where we are required to do so in accordance with applicable law. For example, you may opt-out of post or e-mail contact from us in the "My Accounts" section of our Site by ticking the relevant box in the "My Preferences" section. You may also do so over the telephone, by calling us on 01423 814016, or by clicking the "unsubscribe" link on any e-mail that we send to you. If promotional literature that we have sent to you by post is returned to us unopened for any reason, we will automatically remove you from our mailing list for such information. From time to time, we may also engage specialist third parties to refine the data that we hold about you, to help us ensure that it is kept up-to-date.

What safeguards are in place to protect your personal information?

While we take efforts to safeguard your personal information which are consistent with relevant laws, the nature of the Internet is such that it poses security risks for all users.

What rights do you have to review and amend personal information?

You have the right to review your personal information held by the Company (including any profiling information) and have certain inaccurate information about you corrected. Under UK law, a request for access to your personal data needs to be in writing and accompanied by the statutory fee (£10).

If you wish to do so, or to contact the Company in respect of its data processing activities, please contact us via e-mail at data@bettysandtaylor.co.uk, or by post at Company Secretariat, Bettys & Taylors of Harrogate Ltd, 1 Parliament Street, Harrogate, HG1 2QU.

Keeping you informed

We will keep your details on record until we have completely dealt with your request, enquiry or application and then for a reasonable period afterwards, in accordance with data protection and other applicable legislation.

The Company may keep your details on record for as long as is necessary for the purposes set out above and will then endeavour to delete your details in accordance with data protection and other applicable legislation.

How we use cookies

Like many websites, when you visit our Site or click on an advert of ours on another website we issue 'cookies' or unique code that allows us to identify your computer. We use cookies to note the different areas of our Site recently accessed through your computer and which of our adverts you were interested in and to identify which websites and adverts about us are of interest to you after you leave our Site. We will use the information collected in this way to tell you about services or products which might be of interest to you when you make further visits to our Site, or through other websites from which we provide advertisements. Most web browsers automatically accept cookies, but your browser's settings can be altered to prevent this. In addition, cookies can be deleted from your hard-drive. How you do this will depend upon the Internet browser that you use. Please refer to your relevant Internet browser manufacturer's website where you should be able to receive the information you need.

We will use the following cookies when you visit our Site:

Cookery School Standard Cookies

| Cookie Name | Cookie Description |
|------------------------------|--|
| .ASPXAUTH | This is a Microsoft cookie to determine if the user is authenticated with the website or not. |
| __RequestVerificationToken | This is a security cookie to make sure the data that will be sent to the server is from this user and has not been hijacked. |
| cc.cookie.guest.user | This is used to track the user's basket. |
| cc.cookie.user.acceptcookies | This is used to track if the user has accepted the cookie policy popup. |
| cc.cookie.user.loggedin | This is used to track which customer the user has logged in as. |

Google Analytics Cookies

If Google Analytics is enabled and using cookies is allowed by a customer, the following Google Analytics cookies are used. For more information, see Google's cookie usage documentation.

| Cookie | Description |
|--------|--|
| _utma | Distinguishes users and sessions. |
| _utmb | Determines new sessions/visits. |
| _utmc | Determines if the user was in a new session/visit |
| _utmz | Stores the traffic source of campaign that explains how the user reached the website |

Your consent to cookies

We may need to ask for your consent to the use of cookies set out in this Policy when you first access the Site and if we introduce any new cookies to the Site. If so, when you first visit the Site a banner will appear asking you to accept the cookies that we set on the Site.

If you agree to cookies from our Site by clicking "Accept" or by continuing to use the Site, we will set cookies on your computer. If you wish to delete the cookies we have set on your computer, please refer to your browser 'Help' menu.

Changes to this Privacy and Cookies Policy

We keep this Policy under regular review. We may change this Policy from time to time by updating this page in order to reflect changes in the law and/or our privacy practices. The date at the top of this Policy will be updated accordingly.

We encourage you to check the date of this Policy when you visit the Site for any updates or changes. We will notify you of any modified versions of this Policy that might materially affect the way we use or disclose your personal information.

By using our Site, submitting your personal information to us and/or registering an account, you consent to the use of your personal information as described in this Policy (as amended from time to time).

This Policy only extends to the Site and does not, therefore, extend to your use of, provision of data to and collection of data on, any website not connected to us to which you may link by using the hypertext links within this website.

Contact/address details

If you have any questions about this Policy, please contact us at:

By Post:

Company Secretariat
Bettys & Taylors of Harrogate Ltd
1 Parliament Street
Harrogate
HG1 2QU

By e-mail:

data@bettysandtaylor.co.uk