

Privacy and Cookie Policy

This Privacy Policy statement sets out the data processing practices carried out by Showerkap Limited when you visit and use <https://www.showerkap.co.uk> (the "Site"), Marshal web app (the "Service") and Showerkap Ripple (the "Mobile app").

This privacy policy tells you what to expect when Showerkap Limited (referred to as "Showerkap" herein) collects personal information. It applies to information we collect about:

- Visitors to our website
- People who contact us via social media
- People who call our office telephone number
- People who email us
- Job applicants and our current and former employees
- Clients: prospective, current and former clients
- People who download our mobile app

Showerkap understands the importance of protecting the personal information you provide to us or we receive on your behalf from third parties. This policy sets out what personal information we hold, the appropriate safeguards we put in place to protect your information and the rights available to you in relation to this information.

Information collected

We collect the following information from visitors:

- Information you provide Showerkap with, i.e. information you enter on the Site, on contact page; information provided on log in to mobile application
- When you communicate with us for customer service or other purposes (e.g. by emails, phone calls, tweets, etc.), we retain such information and our responses to you in the records of your account;
- Information collected automatically, i.e. what kind of browser you are using, which device you are accessing the Site, your IP address, purchase history, data, cookies, session information.
- Identifying and Contact information (Such as first and last name, means of contact, year of birth, profession) necessary to identify you when you use any of our services.
- Information about your preferences

- History data about your contacts with us (including history of relationship when you contact customer service or when you make a complaint)
- Reviews you write about our products on Showerkap's social media platforms

Information we collect automatically:

Showerkap automatically collects information about you when you access or use the site or engage in commercial transactions with us;

Connection data: Collection of information about the terminal with which you connect, as well as your use of the site (operating system, type of browser you use, location of the terminal deduced from your IP address which allows us to identify your computer, access times, pages visited, link which allowed you to access our site).

Information about your browsing: We may use cookies and other tracking technologies to collect information about you when you interact with our Site or with emails we send you. This information allows us to analyse how you interact with certain content. This information is collected both when you are logged in and when you are not logged in and can be matched across all devices. To learn more about cookies and how to disable them, please find further below the Showerkap Cookie Policy.

Information we collect from partners and other sources

We may also obtain information about you from other sources and combine with the information we collect, such as data provided by third party partners; this information is provided by third party partners with whom you have had a relationship and authorised to share personal data about you with us for targeting purposes. This includes socio-demographic data (such as socio-professional category, age group, gender) profile data (such as interests)

Information about third parties

In some cases, we may collect information that you provide about other people, for example when you participate in our referral program on our site and wish to invite friends to become a follower. We use this information only to respond to your requests and will not send marketing communications to your contacts unless they opt-in to receive communications from Showerkap.

Use of personal information

We process personal information collected for the purposes of:

- Responding to your requests and communicating with you;
- Sending you the products you have ordered;
- Identifying subscribers;
- Carrying out customer and marketing research;
- Improving the Site;

- Providing you with information about products and services offered by Showerkap;
- Provide you with benefits of your account to which you have subscribed,
- To manage your opinions on the products/services
- Any other current or future service related to the Services

Basis of Processing

We will only use your Personal Information for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

Consent

You are not under any obligation to provide us with your Personal Information for marketing purposes.

When we send you marketing emails or notifications, we rely on your consent to contact you for marketing purposes. Every email or notification we send to you for marketing purposes will also contain instructions on how to unsubscribe from receiving them. You can withdraw your consent to process Personal Data at any time by emailing unsubscribe@showerkap.co.uk

We do not sell personal information collected or use your personal information for any other purposes than those stated above.

Sharing your personal information

Where you've have agreed to receive marketing information, we may use a third party to provide you with these updates and promotions.

We may also provide information to a statutory body when under a legal obligation to disclose your personal data to them or if you are in breach of our Terms and Conditions.

Security

Showerkap takes every precaution to protect our users' information, their information is protected both online and offline.

We do not ask for sensitive information such as credit card numbers online.

We do everything in our power to protect user information offline. Access to all our users' information, not just the sensitive information mentioned above, is restricted and protected following recommended practices. Only employees who need the information to perform a specific job are granted access to personally identifiable information.

If you have any questions about the security of our website, you can contact us info@showerkap.co.uk

Your Data Protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at info@showerkap.co.uk

Right to complain

You have the right to issue a complaint directly with the Information Commissioners Office, the data protection supervisory authority for England and Wales <https://ico.org.uk/concerns/>

Use of Cookies

Cookies enable our systems to recognise your device and to provide features to you. A cookie is an element of data that we send to your browser, which may then store it on your computer.

The cookies we use

A "Cookie" is a generic term that designates a text file saved in a dedicated space on the hard disk of the terminal (e.g computer, tablet, smartphone etc) of a media user (internet, applications etc), when consulting content or online advertising. This cookie file allows its issuer to identify the terminal in which it is saved and follow the activity of the media user, remember information, such as users preferences or information previously entered by the user. Some Cookies are essential to the use of media, others

allow optimization and personalisation of contents displayed, others allow advertisements to be displayed.

Cookies do not directly identify a user, but identify a browser or terminal.

We use cookies to improve services for you by, for example:

- Identifying you when you sign-in to the Showerkap app or showerkap web app. This allows us to provide you with product recommendations and display personalised content, among other customised features and services we provide.
- Conducting research and diagnostics to improve the Showerkap content, products and services.
- Preventing fraudulent activity.
- Improving security.

You can manage these small files and learn more about them [here](#). There is further information on how to remove cookies at the "[All About Cookies](#)" website.

Showerkap reserves the right to make changes to these terms and policy at any time by posting a revised version of it on this site. The date of the changes will be listed in the 'Last updated' section below. By using the website after the date changes were made, you are agreeing to the changes.

Last updated: June 2024