

Ali Valentine, The Shoot Room (known here on as AV) strives to be completely transparent with how we collect and use information we gather about you on this site and in person. Your privacy is important to us and we respect your preferences.

This 'Privacy Statement' explains how AV uses personal information and applies to all users who access, view, visit or otherwise interact with www.alivalentine.co.uk similarly who provide their personal information when face to face at Ali Valentine, The Shoot Rooms shop, or at a show / trade stand, when in person.

By visiting this site you are accepting the practices described in this privacy statement. If you do not agree to AV practices, do not access, view, or otherwise interact with this site nor provide us your personal information when face to face at the shop, at a show / trade stand.

If you have any questions or comments concerning AV privacy statement, please contact us by emailing av@alivalentine.co.uk or by postal mail The Shoot Room, Llanbedrog, Gwynedd, LL53 7PG

1. Personal Information AV gathers...

'Personal Information' is information that can be used to identify, locate, or contact an individual. AV collects the following types of Personal Information:

Contact Information... Contact Information allows AV to communicate with you. Examples of Contact Information include, (but are not limited to), your name, accurate postal addresses, valid email address, or other addresses at which you receive communications from or on behalf of AV. AV may also request demographic contact information including, (but not limited to), your job title, job function, and corporate title.

Transaction Information... AV automatically records the information YOU provide upon point of sale both face to face and on this site, such as your full name, email address, telephone number, postal address. This information is recorded so to deal with your sale / transaction and to ensure, should there be any problems or complaints, we have your data and transaction recorded for processing issues such as refunds or exchanges.

2. How AV Collects Personal Information...

AV gathers Personal Information in the following ways:

If and when you are prompted and to provide Personal Information (including Contact Information) when you interact with AV on this website, or when you contact AV, or at a face to face meeting. (If and when you contact AV via telephone, email, or other methods of communication such as social media).

Unless AV has your consent or is otherwise required or permitted to by law, it will not use your Personal Information for activities, or third parties where the impact on you overrides AV's interests.

3) How AV Uses Personal Information...

AV may use Personal Information to enhance your user experience, to help AV better understand you, to help AV customise offers, blog topics, or posts that may be of interest to you, and to help AV otherwise enhance the Site.

AV uses Personal Information to:

- Identify and authenticate users
- Facilitate transactions
- Operate and improve the Site
- Connect with you on social media (such as Facebook, Instagram or Twitter)
- Contact you by phone or email
- Personalise and continually improve users' AV experience

- Track transactions and performance of orders placed
- Communicate and provide additional information that may be of interest to you about AV products and offers, partners or third parties.

4) When and Why AV Discloses Personal Information...

AV will not disclose your Personal Information to third parties without your explicit consent, except as specified in this Privacy statement. AV will disclose your Personal Information when:

- Working with companies and service providers (i.e. staff and perhaps other companies that process your orders when needs be.
- Enforcing AV rights or protect AV property and intellectual property.
- Protecting the rights, property or safety of others, investigate fraud, respond to a government request.
- AV believes in good faith that it must disclose such information to prevent imminent physical harm or financial loss.
- AV believes in good faith that it must disclose such information to commence an investigation or take action regarding illegal activities or suspected fraud.

5) Personal Information Retention...

To determine the appropriate retention period, AV considers the type and volume of the information, the negatives that can result from deleting such information / personal data, why the information is required and therefore how long it must be retained for.

7) Choice and Control...

While AV does need to gather certain information to make your AV experience personalised and to conduct transactions for you, AV wants to give you the ability to control how your information is provided and shared. For various reasons, AV may contact you about our products and services, or to inform you how the activity of your purchase / order is progressing.

8) Security of Personal Information...

AV strives to protect your Personal Information, however, no method of transmission over the Internet, or method of electronic storage, is 100% secure and therefore AV cannot guarantee absolute security of your personal information. AV strives to maintain a personal system that reasonably safeguards your Information.

10) Withdrawing Consent...

If AV is relying on your consent for certain activities, you have the right to withdraw your consent at any time by contacting AV at av@alivalentine.co.uk

13) Changes to this Privacy Statement...

AV may, from time to time, in AV's sole, absolute, and unfettered discretion, update this Privacy Statement to clarify its practices or to reflect new or different privacy practices. AV encourages all users to periodically review the Privacy Statement. You are bound by any changes to the Privacy Statement when you use the site after such changes have been first posted.

14) Contact AV...

If you have questions or suggestions, you may contact AV by sending an email to av@alivalentine.co.uk