

Privacy and Data Protection Policy

The Purple Company respects your privacy and will treat all information confidentially.

Collecting and storing data

We require certain personal information when you make a purchase, request a sample or quotation.

The data collected includes contact names, addresses, telephone numbers, e-mail addresses and payment details.

This information is stored on secure servers and is not stored outside the UK. No information will be passed on to third parties without informing you and/or obtaining your consent with the exception of credit card payments – see below.

Use of your personal information

We will use the information provided for the following purposes:

1. To process orders, enquiries and sample requests.
2. To contact you about new products, special offers/promotions and services via e-mail, unless otherwise requested to do so. If you do not wish to receive marketing information from The Purple Company via post or e-mail, you need to contact our Data Protection Officer in writing requesting your details are removed from our mailing list.

Website

Our website does not store IP addresses, collect information via Google Analytics or cookies. Any information given by you via our on-line enquiry system is voluntary and will only be used to process orders, enquiries and sample requests.

Credit/debit card payments

All credit and debit card payments are processed via the WorldPay Card Payment secure website by a member of our accounts team. No card details are stored by The Purple Company either digitally or manually.

The Purple Company is fully compliant with the Payment Card Industry Data Security Standard (PCI DSS).

Deletion or amendment of contact information

You may request your personal data is deleted or amended at any time by contacting our Data Protection Officer in writing. There will be no charge for this service.

The DPO officers are :

Dawn Pratt – Office Manager

We reserve the right to amend the above at any time and the policy does not form any part of a contractual agreement with The Purple Company