



## It's in the Bag Cancer Support - Website Privacy Policy

Last updated: 22/01/2024

This Privacy Policy describes how It's in the Bag Cancer Support Ltd ("IITB", "we", "us", or "our") collects and processes personal information when you visit us, use our services, or make a purchase from <http://itsinthebag.org.uk> (the "Site") or otherwise communicate with us (collectively, the "Services"). For the purposes of this Privacy Policy, "you" and "your" means you as the user of the Services, whether you are a customer, website visitor, or another individual whose information we have collected pursuant to this Privacy Policy.

Please read this Privacy Policy carefully. By using and accessing any of the Services, you agree to the collection and processing of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not use or access any of the Services.

### Changes to This Privacy Policy

We may update this Privacy Policy from time to time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons. We will post the revised Privacy Policy on the Site, update the "Last updated" date and take any other steps required by applicable law.

### How We Collect and Use Your Personal Information

To provide the Services, we may collect personal information about you from a variety of sources, as set out below. The information that we collect and use varies depending on how you interact with us.

In addition to the specific uses set out below, we may use information we collect about you to communicate with you, provide the Services, comply with any applicable legal obligations, enforce any applicable terms of service, and to protect or defend the Services, our rights, and the rights of our users or others.

### What Personal Information We Collect

When we use the term "personal information", we are referring to information that identifies, relates to, describes or can be associated with you. The following sections describe the categories and specific types of personal information we collect.

### Information We Collect Directly from You

Information that you directly submit to us through our Services may include:

- Basic contact details including your name, address, phone number, email.
- Order information including your name, billing address, shipping address, payment confirmation, email address, phone number.
- Shopping information including the items you view or put in your cart.

- Customer support information including the information you choose to include in communications with us.

Some features of the Services may require you to directly provide us with certain information about yourself. You may elect not to provide this information, but doing so may prevent you from using or accessing these features.

## Information We Collect through Cookies

We also automatically collect certain information about your interaction with the Services ("Usage Data"). To do this, we may use cookies, pixels and similar technologies ("Cookies"). Usage Data may include information about how you access and use our Site and your account, including device information, browser information, information about your network connection, your IP address and other information regarding your interaction with the Services.

## Information We Obtain from Third Parties

Finally, we may obtain information about you from third parties, including from vendors and service providers who may collect information on our behalf, such as:

- Companies who support our Site and Services, such as Shopify, which hosts our store. Shopify provide us with the online e-commerce platform that allows us to sell our products and services to you and they process and store your information securely on our behalf. You can see their privacy policy here: <https://www.shopify.com/legal/privacy/customers>
- Our payment processors, who collect payment information (e.g., bank account, credit or debit card information, billing address) to process your payment in order to fulfil your orders and provide you with products or services you have requested. Credit card data is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your transaction.

We are not responsible or liable for the accuracy of the information provided to us by third parties and are not responsible for any third party's policies or practices. For more information, see the section below, Third Party Websites and Links.

## How We Use Your Personal Information

- Providing Products and Services. We use your personal information to provide you with the Services in order to perform our contract with you, including to process your payments, fulfil your orders, to send notifications to you related to your purchases, or other transactions, and otherwise manage your account.
- Marketing. We use your personal information for marketing and promotional purposes, such as to send marketing and promotional communications about IITB and our Services by email, text message or post, where you have opted to receive these. This

may include using your personal information to better tailor the Services and advertising on our Site and other websites.

- Security and Fraud Prevention. We use your personal information to detect, investigate or take action regarding possible fraudulent, illegal or malicious activity. If you choose to use the Services, you are responsible for keeping your account credentials safe. We highly recommend that you do not share your username, password, or other access details with anyone else. If you believe your account has been compromised, please contact us immediately.
- Communicating with you. We use your personal information to provide you with support, awareness communications and improve our Services. This is in our legitimate interests in order to be responsive to you, to provide effective services to you, and to maintain our relationship with you.

## Cookies

Like many websites, we use Cookies on our Site. For specific information about the Cookies that we use related to powering our store with Shopify, see <https://www.shopify.com/legal/cookies>

We use Cookies to power and improve our Site and our Services (including to remember your actions and preferences), to run analytics and better understand user interaction with the Services (in our legitimate interests to administer, improve and optimize the Services). We may also permit third parties and services providers to use Cookies on our Site to better tailor the services, products and advertising on our Site and other websites.

Most browsers automatically accept Cookies by default, but you can choose to set your browser to remove or reject Cookies through your browser controls. Please keep in mind that removing or blocking Cookies can negatively impact your user experience and may cause some of the Services, including certain features and general functionality, to work incorrectly or no longer be available. Additionally, blocking Cookies may not completely prevent how we share information with third parties such as our advertising partners.

## How We Disclose Personal Information

In certain circumstances, we may disclose your personal information to third parties for legitimate purposes subject to this Privacy Policy. This may include:

- Vendors or other third parties who perform services on our behalf (e.g., IT management, payment processing, data analytics, customer support, cloud storage, fulfilment and shipping).
- Business and marketing partners, including Shopify, to provide services and advertise to you. Our business and marketing partners will use your information in accordance with their own privacy notices.
- When you direct, request us or otherwise consent to our disclosure of certain information to third parties, such as to ship your products or through your use of social media widgets or login integrations, with your consent.

- In connection with complying with any applicable legal obligations, to enforce any applicable terms of service, and to protect or defend the Services, our rights, and the rights of our users or others.

## User Generated Content

The Services may enable you to post comments and other user-generated content. If you choose to submit user generated content to any public area of the Services, this content will be public and accessible by anyone.

We do not control who will have access to the information that you choose to make available to others and cannot ensure that parties who have access to such information will respect your privacy or keep it secure. We are not responsible for the privacy or security of any information that you make publicly available, or for the accuracy, use or misuse of any information that you disclose or receive from third parties.

## Third Party Websites and Links

Our Site may provide links to websites or other online platforms operated by third parties. If you follow links to other sites, you should review their privacy and security policies and other terms and conditions. We are not responsible for the privacy or security of such sites, including the accuracy, completeness, or reliability of information found on these sites. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators.

## Security and Retention of Your Information

Please be aware that no security measures are perfect or impenetrable but we follow industry practice to protect personal information. No method of transmission over the internet is 100% secure and information you send to us may not be secure while in transit.

We do not store your credit or debit card details. These are only collected via our payment processors for the purpose of processing transactions through the Site and are not stored after completion of the transaction.

Retention of other personal information depends on different factors, such as whether we need the information to provide the Services, comply with legal obligations, resolve disputes or enforce other applicable contracts and policies.

## Managing Communication Preferences

We may send you promotional emails, and you may opt out of receiving these at any time by using the unsubscribe option displayed in our emails to you. If you opt out, we may still send you non-promotional emails, such as those about your account or orders that you have made.

## International Processing



# SUPPORT AWARENESS SURVIVAL

Supporting Men with Testicular Cancer in the South West

Please note that Shopify and other third-party business partners may transfer, store and process your personal information outside the country you live in. In such cases, we will rely on recognized transfer mechanisms like the European Commission's Standard Contractual Clauses, or any equivalent contracts issued by the relevant competent authority of the UK, as relevant, unless the data transfer is to a country that has been determined to provide an adequate level of protection.

## Questions and Contact Information

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information, please contact our Data Privacy Officer at [hello@itsinthebag.org.uk](mailto:hello@itsinthebag.org.uk) or by mail to:

It's in the Bag, Bristol Haematology and Oncology Centre, Horfield Road, Bristol, BS2 8ED.