

# **EasyLife Mobility - Website Privacy Policy**

**Policy version:** 1 January 2021

[www.easylifemobility.com](http://www.easylifemobility.com) (our website) is provided by EasyLife Mobility Care Ltd trading as EasyLife Mobility ('we', 'our' or 'us'). We are the controller of personal data obtained via our website, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your **personal data**) in connection with your use of our website. It also explains your rights in relation to your personal data and how to contact us or a relevant regulator in the event you have a complaint.

We collect, use and are responsible for certain personal data about you. When we do so we are subject to the UK General Data Protection Regulation (**UK GDPR**).

This version of our privacy policy is primarily written for adults, including parents and guardians of child users.

This privacy policy is divided into the following sections:

- What this policy applies to
- Personal data we collect about you
- How your personal data is collected
- How and why we use your personal data
- Marketing
- Who we share your personal data with
- How long your personal data will be kept
- Transferring your personal data out of the UK
- Cookies
- Your rights
- Keeping your personal data secure
- How to complain
- Changes to this privacy policy
- How to contact us
- Do you need extra help?

#### **What this policy applies to**

This privacy policy relates to your use of our website only.

Throughout our website we may link to other websites owned and operated by certain trusted third parties. Those third party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to those third party websites, please consult their privacy policies as appropriate.

### **Personal data we collect about you**

The personal data we collect about you depends on the particular activities carried out through our website. We will collect and use the following personal data about you:

- your name, address and contact information, including email address and telephone number
- any delivery addresses specified for your order
- your gender, if you choose to give this to us
- your billing information, transaction and payment card or other payment method information
- details of any information, feedback or other matters you give to us by phone, email, post or via social media
- your EasyLife Website account details, such as username and login details
- your activities on, and use of, our website
- information about the services we provide to you
- your contact history, purchase history and saved items

We collect and use this personal data for the purposes described in the section '**How and why we use your personal data**' below.

### **How your personal data is collected**

We collect personal data from you:

- directly, when you enter or send us information, such as when you register for a website account with us, contact us (including via email), send us feedback, purchase products or services via our website and
- indirectly, such as your browsing activity while on our website; we will usually collect information indirectly using the technologies explain in the section on '**Cookies**' below

### **How and why we use your personal data**

Under data protection law, we can only use your personal data if we have a proper reason, eg:

- where you have given consent
- to comply with our legal and regulatory obligations
- for the performance of a contract with you or to take steps at your request before entering into a contract, or

- for our legitimate interests or those of a third party

A legitimate interest is when we have a business or commercial reason to use your personal data, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own. You can obtain details of this assessment by contacting us (see **'How to contact us'** below).

The table below explains what we use your personal data for and why.

What we use your personal data for	Our reasons
Create and manage your website account with us	For our legitimate interests, i.e. to be as efficient as we can so we can deliver the best service to you at the best price
Providing products services to you	To perform our contract with you or to take steps at your request before entering into a contract
To enforce legal rights or defend or undertake legal proceedings	Depending on the circumstances:  —to comply with our legal and regulatory obligations  —in other cases, for our legitimate interests, ie to protect our business, interests and rights
Customise our website and its content to your particular preferences based on a record of your selected preferences or on your use of our website	Depending on the circumstances:  —your consent as gathered—see <b>'Cookies'</b> below  —where we are not required to obtain your consent and do not do so, for our legitimate interests, i.e. to be as efficient as we can so we can deliver the best service to you at the best price  If you have provided such a consent you may withdraw it at any time (this will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn)
Retaining and evaluating information on your recent visits to our website and how you move around different sections of our website for analytics purposes to understand how people use our website so that we can make it more intuitive or to check our website is working as intended	Depending on the circumstances:  —your consent as gathered—see <b>'Cookies'</b> below  —where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so we

What we use your personal data for	Our reasons
	<p>can deliver the best service to you at the best price</p> <p>If you have provided such a consent you may withdraw it at any time (this will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn)</p>
<p>Communications with you not related to marketing, including about changes to our terms or policies or changes to the products or services or other important notices</p>	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> <li>—to comply with our legal and regulatory obligations</li> <li>—in other cases, for our legitimate interests, i.e. to be as efficient as we can so we can deliver the best service to you at the best price</li> </ul>
<p>Protecting the security of systems and data used to provide the services</p>	<p>To comply with our legal and regulatory obligations</p> <p>We may also use your personal data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests, i.e. to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us</p>
<p>Statistical analysis to help us understand our customer base</p>	<p>For our legitimate interests, i.e. to be as efficient as we can so we can deliver the best service to you at the best price</p>
<p>Updating and enhancing customer records</p>	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> <li>—to perform our contract with you or to take steps at your request before entering into a contract</li> <li>—to comply with our legal and regulatory obligations</li> <li>—where neither of the above apply, for our legitimate interests, eg making sure that we can keep in touch with our customers about existing orders and new products</li> </ul>
<p>Disclosures and other activities necessary to comply with legal and regulatory obligations that apply to our business, eg to record and</p>	<p>To comply with our legal and regulatory obligations</p>

What we use your personal data for	Our reasons
demonstrate evidence of your consents where relevant	
Marketing our services to existing and former customers	For our legitimate interests, ie to promote our business to existing and former customers  See ' <b>Marketing</b> ' below for further information
To share your personal data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency  In such cases information will be anonymised where possible and only shared where necessary	Depending on the circumstances:  —to comply with our legal and regulatory obligations  —in other cases, for our legitimate interests, ie to protect, realise or grow the value in our business and assets

### How and why we use your personal data—in more detail

More details about how we use your personal data and why are set out in the table below

Purpose	Processing operation	Lawful basis relied on under the UK GDPR	Relevant categories of personal data
Communications with you not related to marketing, including about changes to our terms or policies or changes to the products or other important notices	Addressing and sending communications to you as required by data protection laws, ie:  —the UK GDPR or Data Protection Act 2018	Processing is necessary for compliance with a legal obligation to which we are subject (Article 6(1)(b))	—your name, address and contact information, including email address and telephone number [and company details]  —your account details (username)
	Addressing and sending communications to you as required	Processing is necessary for compliance with a legal obligation to which we are subject (Article 6(1)(b))	
	Addressing and sending	Our legitimate interests (Article	—your name, address and contact

Purpose	Processing operation	Lawful basis relied on under the UK GDPR	Relevant categories of personal data
	communications to you about changes to our terms or policies or changes to the products or other important notices (other than those addressed above)	6(1)(f)), which is to be as efficient as we can so we can deliver the best service to you	information, including email address and telephone number  —your account details (username)

### How and why we use your personal data—sharing

See ‘**Who we share your personal data with**’ for further information on the steps we will take to protect your personal data where we need to share it with others.

### Marketing

We will use your personal data to send you updates (by email, text message, telephone or post) about our products and services, including exclusive offers, promotions or new products and services.

We have a legitimate interest in using your personal data for marketing purposes (see above ‘**How and why we use your personal data**’). This means we do not need your consent to send you marketing information. If we change our marketing approach in the future so that consent is needed, we will ask for this separately and clearly.

You have the right to opt out of receiving marketing communications at any time by:

- contacting us at [easylifemobility@outlook.com](mailto:easylifemobility@outlook.com)
- using the ‘unsubscribe’ link in emails or ‘STOP’ number in texts, or

We may ask you to confirm or update your marketing preferences if you ask us to provide further products and services in the future, or if there are changes in the law, regulation, or the structure of our business.

We will always treat your personal data with the utmost respect and never share it with other organisations outside the EasyLife group for marketing purposes.

For more information on your right to object at any time to your personal data being used for marketing purposes, see ‘**Your rights**’ below.

### Who we share your personal data with

We routinely share personal data with:

- other third parties we use to help us run our business or website hosts and website analytics providers

We only allow those organisations to handle your personal data if we are satisfied they take appropriate measures to protect your personal data.

We or the third parties mentioned above occasionally also share personal data with:

- our external auditors, eg in relation to the audit of our accounts, in which case the recipient of the information will be bound by confidentiality obligations
- our and their professional advisors (such as lawyers and other advisors), in which case the recipient of the information will be bound by confidentiality obligations
- law enforcement agencies, courts, tribunals and regulatory bodies to comply with our legal and regulatory obligations
- other parties that have or may acquire control or ownership of our business (and our or their professional advisers) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible. The recipient of any of your personal data will be bound by confidentiality obligations

### **Who we share your personal data with—further information**

If you would like more information about who we share our data with and why, please contact us .

### **How long your personal data will be kept**

We will not keep your personal data for longer than we need it for the purpose for which it is used.

Different retention periods apply for different types of personal data.

If you stop using your account we will delete or anonymise your account data after 7 years.

### **Cookies**

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our website. We use cookies on our website.

For further information on cookies, our use of cookies, when we will request your consent before placing them and how to disable them, please see our *Cookie Policy*.

### **Your rights**

You generally have the following rights, which you can usually exercise free of charge:

Access to a copy of your personal data	The right to be provided with a copy of your personal data
Correction (also known as rectification)	The right to require us to correct any mistakes in your personal data
Erasure (also known as the right to be forgotten)	The right to require us to delete your personal data—in certain situations
Restriction of use	The right to require us to restrict use of your personal data in certain circumstances, eg if you contest the accuracy of the data



Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
To object to use	The right to object:  —at any time to your personal data being used for direct marketing (including profiling)  —in certain other situations to our continued use of your personal data, eg where we use your personal data for our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims
Not to be subject to decisions without human involvement	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you  We do not make any such decisions based on data collected by our website
The right to withdraw consents	If you have provided us with a consent to use your personal data you have a right to withdraw that consent easily at any time  Withdrawing a consent will not affect the lawfulness of our use of your personal data in reliance on that consent before it was withdrawn

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us. You may also find it helpful to refer to the [guidance from the UK's Information Commissioner](#) on your rights under the UK GDPR.

If you would like to exercise any of those rights, please email, call or write to us. When contacting us please:

- provide enough information to identify yourself *eg your full name, address and customer reference number*) and any additional identity information we may reasonably request from you, and
- let us know which right(s) you want to exercise and the information to which your request relates

### **Keeping your personal data secure**

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine need to access it.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do

### **How to complain**

Please contact us if you have any queries or concerns about our use of your personal data. We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with:

- the Information Commissioner in the UK

The UK's Information Commissioner may be contacted using the details at <https://ico.org.uk/make-a-complaint> or by telephone: 0303 123 1113.

### **Changes to this privacy policy**

We may change this privacy policy from time to time—when we make significant changes we will take steps to inform you.

Individuals within the EEA can contact us direct (see above) or contact our European representative.

### **Do you need extra help?**

If you would like this policy in another format (for example audio, large print, braille) please contact us.