



Privacy Policy

This privacy policy sets out how Avant Garde Couture, Avant Garde Couture UK & Rachael Clunie Millinery uses and protects any information that you give us when you use this website. In this Privacy Policy we provide detailed information on when and why we collect your personal information and how we use it.

Avant Garde Couture, Avant Garde Couture UK & Rachael Clunie Millinery are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. In particular, that at Avant Garde Couture, Avant Garde Couture UK & Rachael Clunie Millinery, we are not in the business of selling, renting or trading email lists with other companies or businesses for marketing purposes.

Avant Garde Couture, Avant Garde Couture UK & Rachael Clunie Millinery may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 3rd March 2020.

Types of data we collect

We may collect the following information:

- Name
- Contact information including email address, delivery address, billing address, telephone number
- Other information relevant to customer surveys and/or offers
- Transaction data, such as details about payments to and from you and details of products you have purchased from us. We do not store any card or bank information.
- Marketing data, such as your preferences in receiving marketing and communications.

Personal information means any information that may be used to identify an individual, including, but not limited to, a first and last name, email address, a home or postal address, telephone number and other information when needed to provide a service or product or carry out a transaction you have requested.

Remember, if you choose not to share personal data with us, or refuse certain contact permissions, we might not be able to provide the products and services you've asked for.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular, for the following reasons:

- Internal record keeping.
- Improving our products and services.
- Periodically send promotional emails about new products, special offers or other information.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How long will we keep your personal data?

We carefully consider the personal data that we store, and we will not keep your information in a form that identifies you for longer than is necessary for the purposes set out in this notice or as required by applicable law. In some instances, we are required to hold data for minimum periods: for example, UK tax law currently specifies a six-year period for retention of some of your personal data.

Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Avant Garde Couture, Avant Garde Couture UK & Rachael Clunie Millinery use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Mailing Lists

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at sales@avantgardecoutureuk.com

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. We therefore cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

Should you change your mind at any time email us at sales@avantgardecoutureuk.com

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

If you believe that any information we are holding on you is incorrect or incomplete, or you would like to view or amend it please write to or email us as soon as possible. We will promptly correct any information found to be incorrect. uses and protects any information that you give us when you use this website.