

Privacy Policy

Updated 18th May 2018

Effective 25th May 2018

This privacy policy explains how the Putney Exchange Shopping Centre handles your personal information and data. We value your trust, so we've strived to present this policy in a clear and plain language. The policy is structured so you can quickly find answers to the questions that interest you the most.

This privacy policy applies to all the products, services and websites offered by the Putney Exchange Shopping Centre and their affiliates, except where otherwise noted. Products, services and websites are collectively referred to as the "services" in this policy.

What Data We Hold & Why

We collect and use the following information to provide, improve, and protect our Services:

Retailer Data

Due to the service that we provide we naturally have a need to hold information on a range of retailers that we engage with including some information that will be made public through our website and marketing materials (such as store names, opening hours, offers, news, etc). Other private retailer information such as store contacts and turnover may also be retained to allow us to provide our services.

Usage information

We collect information related to how you use this website and our services, including actions you take on this website (like newsletter signup, file downloads, or clicks through to external websites). We use this information to improve our Services, develop new services and features.

Device information

We also collect information from and about the devices you use to access our services. This includes things like IP addresses, the type of browser and device you use, the web page you visited before coming to our sites, and identifiers associated with your devices. Your devices (depending on their settings) may also transmit location information.

Marketing

We may give users the option to sign up to marketing emails and direct mailers, via the website, social media and through competitions that we run. If you register for this marketing, we will, from time to time, send you information about news, events, offers & competitions. Users who receive these marketing materials can opt out at any time. If you do not want to receive marketing emails from us, simply click the 'unsubscribe' link in any email.

Why we hold your data

We collect and use the personal data described above in order to provide you with services in a reliable and secure manner. We also collect and use personal data for our legitimate business needs. To the extent we process your personal data for other purposes, we ask for your consent in advance or require that our partners obtain such consent.

Specifically, we use your data to:

- Provide, update, maintain and protect our services and business.
- Communicate with you by responding to your requests, comments, and questions. If you contact us with questions or concerns, we may use your personal information to respond.
- Send you emails and other communications. We may contact you about important changes to our services.
- Understand how you use our services and improve them.
- Investigate and prevent security issues and abuse of services.
- Protect any person from death or serious bodily injury.
- Comply with applicable law, legal process, or regulation.
- Perform a task carried out in the public interest.
- We will also collect and use your data with your consent to send you marketing materials about our services.

Our Data Partners

We may share information as discussed below, but we won't sell it to advertisers or other third parties.

Others working for and with us

The Putney Exchange Shopping Centre uses certain trusted third parties (for example, providers of customer support and IT services) to help us provide, improve, protect, and promote our services. These third parties will access your information only to perform tasks on our behalf in compliance with this Privacy Policy, and we'll remain responsible for their handling of your information per our instructions.

Law & Order and the Public Interest

We may disclose your information to third parties if we determine that such disclosure is reasonably necessary to: (a) comply with any applicable law, regulation, legal process, or appropriate government request; (b) protect any person from death or serious bodily injury; (c) prevent fraud or abuse of this website or our stakeholders; (d) protect Putney Exchange Shopping Centre rights, property, safety, or interest; or (e) perform a task carried out in the public interest.

Policy Changes

If we are involved in a reorganization, merger, acquisition, or sale of our assets, your information may be transferred as part of that deal. We will notify you (for example, via a message to the email address associated with your account) of any such deal and outline your choices in that event.

We may revise this Privacy Policy from time to time, and will post the most current version on our website. If a revision meaningfully reduces your rights, we will notify you.

Your Right to Control and Access Your Information

You have a right to be informed of Personal Data processed by the Putney Exchange Shopping Centre, a right to rectification/correction, erasure and restriction of processing. You also have the right to receive from the Putney Exchange Shopping Centre in a structured, common and machine-readable format of Personal Data you provided to us.

We can only identify you via your email address and we can only adhere to your request and provide information if we have Personal Data about you through you having made contact with us directly and/or you using our site and/or service. We cannot provide, rectify or delete any data that we store on behalf of our users or customers.

Where you have provided consent, you may withdraw it at any time, without affecting the lawfulness of the processing that was carried out prior to withdrawing it.

To exercise any of the rights mentioned in this Privacy Policy and/or in the event of questions or comments relating to the use of Personal Data you may contact the centre manager who has overall responsibility for compliance in respect of GDPR nicky@theexchangesw15.com

Where Personal Data is processed for the above purposes on the basis of the Putney Exchange Shopping Centre's legitimate interests, under the GDPR, you may object to such processing at any time. To do so contact the centre manager who has overall responsibility for compliance in respect of GDPR at nicky@theexchangesw15.com. In addition, you have the right to contact your local data protection supervisory authority.

Data Retention

Where Putney Exchange Shopping Centre holds data on individuals this data will only be for the time which is necessary and we will regularly review the amount and age of any data held and implement policies to remove any data that we no longer require, to reduce any risk for all stakeholders.

In some cases, such as active email mailing lists and Google Analytics tracking this data could be retained indefinitely as it will always be of use for us to keep historic stats for comparison and to continue marketing to anyone that has agreed to this. However, this data is subject to the above data rights and anyone has the right to request any data on them or request that this is amended or removed. Details on how to do this can be found in the "What are your Rights" section above.

But please note: there might be some latency in deleting this information from our servers and back-up storage; and we may retain this information if necessary to comply with our legal obligations, resolve disputes, or enforce our agreements.