

DIVINE-CREATIONS.COM PRIVACY POLICY

BACKGROUND:

This Policy applies as between you, the User of this Web Site and Divine-Creations.Com Ltd (“Divine Creations”) the owner and provider of this Web Site. This Policy applies to our use of any and all Data collected by us in relation to your use of the Web Site and any Services or Systems therein.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means collectively the personal information, Payment Information and credentials used by Users to access Material and / or any communications System on the Web Site;
“Content”	means any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this Web Site;
“Data”	means collectively all information that you submit to the Web Site. This includes, but is not limited to, Account details and information submitted using any of our Services or Systems;
“Divine Creations”	means Divine-Creations.Com Ltd, Units 21 & 23, Plumpton House, Plumpton Rd, Hoddesdon, Herts, EN11 0LB, Registered Company No. 5538834;
“Service”	means collectively any online facilities, tools, services or information that Divine Creations makes available through the Web Site either now or in the future;
“System”	means any online communications infrastructure that Divine Creations makes available through the Web Site either now or in the future. This includes, but is not limited to, web-based email, message boards, live chat facilities and email links;
“User” / “Users”	means any third party that accesses the Web Site and is not employed by Divine Creations and acting in the course of their employment; and
“Web Site”	means the website that you are currently using (www.divine-creations.com) and any sub-domains of this site (e.g. subdomain. www.divine-creations.com) unless expressly excluded by their own terms and conditions.

2. Data Collected

Without limitation, any of the following data may be collected:

- 2.1 name;
- 2.2 date of birth;
- 2.3 gender;

- 2.4 job title;
- 2.5 profession;
- 2.6 contact information such as email addresses and telephone numbers;
- 2.7 demographic information such as post code, preferences and interests;
- 2.8 financial information such as credit / debit card numbers;
- 2.9 IP address (automatically collected); and
- 2.10 cookie information (see clause 8 below).

3. Our Use of Data

- 3.1 Any personal information you submit will be retained by Divine Creations for as long as you use the Services and Systems provided on the Web Site. Information that you may submit through any communications System that we may provide may be retained for a longer period of up to twelve months.
- 3.2 Unless we are obliged or permitted by law to do so, and subject to Clause 4, your Data will not be disclosed to third parties. This does not include our affiliates and / or other companies within our group.
- 3.3 All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security, see clause 7 below.
- 3.4 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Web Site. Specifically, Data may be used by us for the following reasons:
 - 3.4.1 internal record keeping;
 - 3.4.2 improvement of our products / services;
 - 3.4.3 transmission by email of promotional materials that may be of interest to you;
 - 3.4.4 contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the Web Site.

4. Controlling Access to your Data

- 4.1 Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:
 - 4.1.1 use of Data for direct marketing purposes; and
 - 4.1.2 sharing Data with third parties.

5. Your Right to Withhold Information

- 5.1 You may access certain areas of the Web Site without providing any Data at all. However, to use all Services and Systems available on the Web Site you may be required to submit Account information or other Data.
- 5.2 You may restrict your internet browser's use of cookies. For more information see clause 8.4 below.

6. Accessing your own Data

You may access your Account at any time to view or amend the Data. You may need to modify or update your Data if your circumstances change. Additional Data as to your marketing preferences

may also be stored and you may change this at any time.

6.1 You have the right to ask for a copy of your personal Data on payment of a small fee.

7. Security

7.1 Data security is of great importance to Divine Creations and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected online.

8. Cookies

8.1 Divine Creations may set and access cookies on your computer.

8.2 A cookie is a small file that resides on your computer's hard drive and often contains an anonymous unique identifier and is accessible only by the web site that placed it there, not any other sites.

8.3 You may delete cookies, however you may lose any information that enables you to access the Web Site more quickly.

8.4 You can choose to enable or disable cookies in your web browser. By default, your browser will accept cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling cookies may prevent you from using the full range of Services available on the Web Site.

9. Changes to this Policy

Divine Creations reserves the right to change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Web Site and you are deemed to have accepted the terms of the Policy on your first use of the Web Site following the alterations.