



# Zortex Privacy Policy

## 1. Introduction

1.1 This document outlines the basis in which Zortex collects and processes personal data.

1.2 Zortex takes data protection very seriously and is in compliance with the General Data Protection Regulations (GDPR).

## 2. Data Controller

2.1 The data controller is Zortex - email [alexandra@zortex.co.uk](mailto:alexandra@zortex.co.uk)

2.2 There is no fixed address of the data controller as it is an e-business and no paper copies of personal data are stored.

## 3. Information we may collect about you

3.1. We may collect and process the following data about you:

3.1.1. Information you provide by filling out online forms (filled in on our website [zortex.co.uk](http://zortex.co.uk)) This includes information you may have provided when registering with us online or requesting our services.

3.1.2. If you contact us via email or telephone, we may keep that correspondence and contact information.

3.1.3. Details of transactions carried out on our website (ordered jewellery online or signing up to one of our subscription services).

3.1.4. Any personal information you provide to us on paper for the fulfilment of a mutual contract between us.

3.1.5. We receive, collect and store any information you enter on our website or provide us in any other way.

3.1.6. We collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history.



3.1.7. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

3.1.8. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

3.2. How we collect information about you:

3.2.1. From the data subject directly (from the completion of online forms and from any correspondence between Zortex and the data subject).

3.2.2. From the data subject indirectly (information from companies house, the data subjects website etc.).

3.2.3. Research from third party providers (result from internet search engines and social media).

3.2.4. When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address and email address. Your personal information will be used for the specific reasons stated above only.

#### 4. Purposes for processing information

4.1. Keeping personal details up to date and accurate for the fulfilment of a mutual contract between Zortex and the data subject.

4.2. Business activities of the data subject to ensure legitimacy

4.3. Carry out obligations from the contract between the data subject and Zortex.

4.4. Notify the data subject about any changes in our services

4.5. Notify the data subject of the progress of their order or if there are any delays.

4.6. Using your data to comply with any legal obligations



4.7. When necessary, we share information with the individuals within the company and contracted organisations in order to fulfil the contract between Zortex and the data subject.

4.8. To provide and operate the Services

4.9. To provide our Users with ongoing customer assistance and technical support

4.10. To be able to contact our Visitors and Users with general or personalized service-related notices and promotional messages

4.11. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we or our business partners may use to provide and improve our respective services

## 5. Security of Data

5.1. As a controller, we have implemented a set of procedures to ensure that the information is stored securely. However, absolute security cannot be guaranteed. If you have a particular concern about the security of your personal data, alternative methods can be investigated.

5.2. All of the personal data collected online is stored within Wix's system, under the Zortex account which is password protected and only the owner of the company has access to.

5.3. Some of your personal data will be stored on a password protected document on a password protected device when you register to become a member.

5.4. If you have registered with the Zortex website, you have chosen a password to keep your account information confidential, and it is your responsibility to keep the password private.

5.5. Zortex will not store your payment details. Payments will either be made via bank transfer or card transactions.

5.6. Zortex is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.



5.7. All direct payment gateways offered by Wix.com and used by Zortex adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

## 6. Data Subject Rights

6.1. GDPR provides EU data subjects with numerous rights in regards to their personal information. In order to invoke their rights, the data subject may contact Zortex.

6.2. Right of confirmation - Whether or not the data concerning them is being processed

6.3. Right of access - each data subject has the right to obtain free information about their personal data being stored and at any time, can request a copy of this information.

6.4. Right to rectification - each data subject has the right to rectify any inaccurate information stored about them, by the Controller, without undue delay.

6.5. Right to erasure - each data subject has the right to have their personal data erased by the controller without undue delay, unless it is needed for processing purposes.

6.6. Right to restrictive processing - each data subject has the right to restrict the processing of their personal data.

6.7. Right to data portability - each data subject has the right to receive a copy of their information being held by the controller in a commonly used format and machine readable.

6.8. Right to object - each data subject has the right to object to the processing of their personal data for a specific reason.

6.9. Right to withdraw consent - each data subject as the right to withdraw their consent at any time by sending an email to [alexandra@zortex.co.uk](mailto:alexandra@zortex.co.uk)

## 7. Auto decision-making and profiling

7.1. Zortex does not process data for auto decision-making or profiling.



7.2. Zortex website is hosted through Wix who have access to the data subjects information. Please read their privacy policy for more information.

7.3. Zortex uses cookies for Google Analytics and Wix Analytics to help us improve the way our website works and so that we can personalise your experience. The cookies also help Zortex to understand how our website is being used.

7.3.1. Zortex uses both persistent and session cookies in order to run the Service.

7.3.2. Zortex uses essential cookies to authenticate users and to prevent fraudulent use of user accounts

7.3.3. Zortex may also use third-party cookies to report usage statistics of the Service, deliver advertisements on and through the Service.

7.3.4. In order to opt out of the cookies, you can go to the URL bar, click the padlock icon, select cookies and click 'block' on the cookies you do not wish to be in use.

7.3.5. For more information on essential cookies used by Wix, please visit this article:

<https://support.wix.com/en/article/cookies-and-your-wix-site>

## 8. Contact Us

8.1. If you have any queries or concerns about this policy please do not hesitate to contact us at [alexandra@zortex.co.uk](mailto:alexandra@zortex.co.uk)

8.2. We may contact you for the following reasons:

8.2.1. To notify you regarding your account

8.2.2. To troubleshoot problems with your account

8.2.3. To resolve a dispute

8.2.4. To collect fees or monies owed

8.2.5. To poll your opinions through surveys or questionnaires

8.2.6. To send updates about our company



**8.2.7.** or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you.

**8.2.8.** For these purposes we may contact you via email, telephone, text messages, and postal mail.

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