

Privacy Policy

App Privacy Policy

The KIT is maintained by **Keytree** Level 2, 114 St Martin's Lane, WC2N 4BE London please get in touch at info@keytree.co.uk. Keytree is committed to protecting your privacy. Put simply, we will not share your information with others without your prior consent.

(1) What information do we collect?

We may collect, store and use the following kinds of personal data:

- a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, device type, referral source, length of use and number of screens viewed)
- b) any other information that you choose to send to us

We do not collect any visual or image data from the device this includes the likes of Virtual Try on (using TrueDepth) or barcode scan features within the app.

(2) Using your personal data

Personal data submitted on this website will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

- (a) administer the website;
- (b) enable your use of the services available on the website;
- (c) send you general (non-marketing) commercial communications;
- (d) send you email notifications which you have specifically requested;
- (e) send to you our newsletter and other marketing communications relating to our business or the businesses of carefully-selected third parties which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology. You can inform us at any time if you no longer require marketing communications.
- (f) provide third parties with statistical information about our users, but this information will not be used to identify any individual user;
- (g) deal with enquiries and complaints made by or about you relating to the website;

(4) Disclosures

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose information about you:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any legal proceedings or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
- (d) to the purchaser (or prospective purchaser) of any business or asset which we are (or are contemplating) selling.
- (e) Except as provided in this privacy policy, we will not provide your information to third parties.

(5) Security of your personal data

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure password and firewall-protected servers.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

(6) Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

(7) Your rights

You may instruct us to provide you with any personal information we hold about you. Provision of such information may be subject to the payment of a fee (currently fixed at £10.00).

You may instruct us not to process your personal data for marketing purposes by email at any time. (In practice, you will usually either expressly agree in advance to our use of your personal data for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal data for marketing purposes.)