



Dear Sir /Madam,

**Re: Customer Trade Application**

Thank you for your recent enquiry to become part of the Aderans UK Supply Network.

Please find enclosed:

- Customer Trade Application Form
- Brochure Pack
- Terms and Conditions
- Privacy policy

Please complete the Customer Trade Application Form and return a signed hard copy to our head office address along with proof of business. **Please note, failure to send in proof of business will delay your application.**

Upon receipt of your completed application form and supporting literature we will assess your request and advise you of the outcome, this process may take up to 7 days. ***N.B All parts of the application must be completed otherwise as a result; this will delay your application or your application may be returned to you, including failure to produce/send proof of business. You MUST sign the application form, typed signatures will not be accepted.***

If you have been successful you will receive further important information regarding your new account with Trendco, to include trade prices, educational seminar information and a Trendco starter pack offer.

Should you be successful your new account will be set up on a 'Cash With Order' basis; meaning that each order you place will have to be paid for in full before it is despatched to you. After 4 months of continuous trading you may be eligible for a 30 day account facility, please contact the accounts department if you would like to apply for a credit account or require any further information on this facility.

We look forward to hopefully welcoming you into our wonderful world of wigs very soon. If, in the meantime, you have any queries please contact us on 01273 774977 and we are always happy to help.

Kindest Regards,

The Trendco Team



## NEW CUSTOMER TRADE APPLICATION FORM

Please complete **ALL** parts & send to Trendco Head Office, along with proof of business. I.e. Compliment slip, business card etc.

Send back via post, fax or email. Photos of the application form will not be accepted.

Private and Confidential

**PLEASE COMPLETE ALL FIELDS IN BLOCK CAPITALS CLEARLY**

Company Trading Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Post Code: \_\_\_\_\_ Company Registration No: \_\_\_\_\_

Business Tel No: \_\_\_\_\_ Mob No: \_\_\_\_\_

Owners Full Name: \_\_\_\_\_ Signed: \_\_\_\_\_

Home Telephone No: \_\_\_\_\_ VAT no. \_\_\_\_\_

EORI No: \_\_\_\_\_ (Required for non-UK purchases for customs purposes)

Email address: \_\_\_\_\_

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Please use the space below to provide a brief explanation of why you have chosen to apply for a trade account with Trendco. **Must complete.**

**Courses attended? (please indicate): My New Hair / Trendco / Little Princess Trust / Other**

**(please state):** \_\_\_\_\_

I/We agree to abide by and have read and understood Aderans UK Limited t/a Trendco's **Terms and Conditions** and **Privacy Policy**.

Signed: \_\_\_\_\_

Dated: \_\_\_\_\_

Position \_\_\_\_\_

Please fill in the whole form including official use box using a black pen and send it to:

Aderans UK Ltd t/a Trendco  
Sheridan House  
114-116 Western Road  
Hove  
BN3 1DD

Name(s) of account holder(s)

--	--	--	--	--	--	--	--	--	--

Bank/Building Society account Number

--	--	--	--	--	--	--	--	--	--

Branch sort code

--	--	--	--	--	--

Name and full postal address of your Bank or Building Society

To: The Manager	Bank/Building Society
Address	
Postcode	

Reference (to be filled out by Aderans UK Ltd)

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Banks and Building Societies may not accept Direct Debit instructions for some types of account

DDI

This guarantee should be detached and retained by the payee

Instruction to your bank or building society to pay by Direct Debit

Service User Number

1	6	9	0	4	7
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FOR ADERANS UK LTD OFFICIAL USE ONLY

This is not part of the instruction to your bank or building society

Instruction to your Bank or Building Society

Please pay Aderans UK Ltd Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain with Aderans UK Ltd and, if so, details will be passed electronically to my Bank/Building Society.

Signature(s)
Date

The  
Direct Debit  
Guarantee



- This guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit, Aderans UK Limited will notify you five working days in advance of your account being debited or otherwise agreed. If you request Aderans UK Limited to collect a payment, confirmation of the amount and date will be given to you at the time of request.
- If an error is made in the payment of your Direct Debit, by Aderans UK Limited or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
  - If you receive a refund you are not entitled to, you must pay it back when Aderans UK Limited asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please notify us immediately if cancellation has been made.



## Setting up a Trade Account

In order to set up a trade account you need to complete a 'Trade Application Form', this ensures we have accurate information regarding your business contact details etc and can verify you are a trading business. You **must** send proof of business along with the trade application form. Failure to do this will delay your application.

In order to purchase goods at Trade prices we require that you spend a **minimum of £1000 per year**. A regular trade check is carried out during the year to establish whether this amount is being reached.

There are two types of trade account:

**'Cash With Order'** where payment is required before any goods can be dispatched. All new accounts will be set up on a "Cash With Order" account. This is to build up credit and payment history with Trendco. Payment made by credit/debit cards and BACS are accepted.

**'30 day Account'** After at least 4 months trading with Trendco on a "Cash With Order" account, if you wish to transfer to a "30 day account", you will need to contact the accounts department who will look at your purchase history with Trendco. If accepted, you will receive a statement every month detailing the amount owed. Statements will include all invoices and credits. Payments can be made by Direct Debit, BACS, cheque or card over the telephone to clear monthly balances within 30 days. Please note Direct Debit is our preferred payment method, a DD mandate is attached to this application pack. Failure to pay your account on time will result in the account being frozen until payment is made.

If your application is accepted, you will receive further correspondence by post detailing your account. In the pack you will receive your unique account number, trade pricelist, training information and starter pack offers.

For further information please see our **Terms and Conditions**.

## Placing Orders

To place orders please call our head office on 01273 774977/777503 or email [trade@trendco.co.uk](mailto:trade@trendco.co.uk).

Any of our customer service representatives will be happy to take orders and help to identify alternatives to styles and colours as necessary.

To place your order, you will need to quote your **company name, account number and your own name**. You will then need to provide the names and colours of the pieces you wish to order e.g. Erin Toasted Brown, Tatum Coffee Latte and Tori Auburn Sugar.

At the time of ordering, you will be advised whether the piece you require is in stock or not. All items which are in stock and ordered before 3pm Monday to Thursday will usually be despatched same day for next day delivery, where possible. Any items which are not in stock at the time of ordering will be put on 'backorder' and you will be advised on the approximate time these will take to reach you. Any orders placed before 3pm on a Friday in most circumstances will be delivered the following Monday.

All items placed on backorder will be sent to you automatically as soon as they arrive into stock and will be treated as a separate order so will therefore incur a postage charge. If you want to be informed when items come into stock, to add to the order, please advise your customer service representative when ordering. In this instance if you want to add to your backorders, we will be



able to do so, subject to stock availability, without having to charge two sets of postage. Cash With Order accounts will be called or emailed to advise them of the backorder(s). The backorder(s) will need to be paid for before being despatched within a reasonable time.

Once the order has been taken and processed, payment will either be taken, if you are on a "Cash With Order" account, or the amount will be allocated to your account balance. The items will then be considered complete and will be despatched by our warehouse. Please be aware that once the order has been sent to our warehouse it is very difficult to add to/cancel the order.

For further information relating Placing Orders please see our **Terms and Conditions**.

### **Despatch / Delivery of Orders**

UK Mainland - Delivery costs are £5.50 for every order placed up to a total weight of 30kg. Anything over this weight will need a quote from the warehouse for postage. For any urgent orders we can offer a timed delivery or Saturday delivery service at an increased charge from the courier, these are currently: By 12pm £12.00, By 10am £17.00 or for Saturday £35.00.

Northern Ireland or Highlands and Islands begins at £15.50 **depending on location**. Timed deliveries may not be eligible. Please contact us for postage prices to your location.

Southern Ireland, Europe and rest of the world start from £21.00. An exact postage quote can be given on request. All postage charges provided are exclusive of VAT.

All parcels are sent via our contracted courier service, DPD Local (Mainland UK, Northern Ireland & Highlands and Islands) and DHL (Southern Ireland, Europe & rest of world) as standard and are fully traceable from collection to delivery, which also insures the items. These items must be signed for on delivery. If you would like us to send your parcel via royal mail, we are able to do so but cannot take any responsibility or liability once it has been collected from us. Royal Mail charges start from £5.80 for U.K. orders. We are not able to use Royal Mail for any deliveries outside of U.K. Mainland.

Trendco are only able to send items to the designated account address or an alternative approved trade shipping address with all invoice documentation included. Trendco are not able to despatch items for trade customers to their private clients. This includes drop shipping.

Any amendments to trade account details must be done in writing to the accounts department. Our customer representatives cannot take change of account information over the telephone.

For further information relating to Despatch / Delivery of Orders please see our **Terms and Conditions**.

### **Returns Policy**

Upon receipt it is advised that you check the items to ensure they are as requested. If you have any queries regarding your order please call customer services on 01273 774977 immediately.

For further information relating to Returns please see our **Terms and Conditions**.



## **Terms & Conditions**

### **Introduction**

All goods are subject to and you are agreeing to comply with and be bound by the following terms and conditions, which together with our privacy policy govern Aderans UK Limited t/a Trendco's relationship with you in relation to supply.

If you have any queries with any part of these terms and conditions, please contact us.

The terms 'us' or 'our' or 'we' or 'the seller' or 'Trendco' or 'Aderans UK' refers to Aderans UK Limited t/a Trendco whose registered office is Atlas Chambers, 33 West Street, Brighton BN1 2RE and Head Office is Sheridan House, 114-116 Western Road, Hove, East Sussex, BN3 1DD. Our company registration number is 01104079 (registered in England).

The term 'you' or 'the buyer' refers to the user of our trade services and purchaser of our goods for wholesale purposes.

### **General Terms of Supply**

By purchasing from us you are confirming that you agree to spend a minimum of £1000.00 per annum to qualify for trade prices.

We reserve the right to terminate any account which does not meet the minimum spend criteria or does not purchase from us after one year has passed from the date of account opening.

We reserve the right to ask for proof of professional status and to refuse to fulfil supply if we believe the person ordering is not a trade customer. ID may also be required

As a business user, it is your responsibility to ensure that you are insured for products that you are using.

All purchases are subject to availability and we reserve the right to refuse supply to any applicant or customer.

No variation in the conditions shall be effective unless in writing and signed by the seller.

English law shall govern the agreement between the parties.

The seller reserves the right to terminate supply without prior notice

The seller reserves the right to amend these terms and conditions at any time without notice.

These Terms and Conditions incorporate the following notices:

**Disclaimer and Copyright Notice** - This notice details the terms in which you are permitted to use our information published on our websites. You can view this on any of our websites.

**Privacy Policy** - This policy details how we process, store, delete and/or share your information.

**Terms and Conditions of Use** – These terms outline how you may make use of our websites. You can view this on any of our websites.

### **Use of information**

The contents of our brochures, websites and marketing materials are for your general information and use only. It is subject to change without notice.

Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness or suitability of the information found or offered within our marketing materials or websites for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.

Your use of any marketing information or materials is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that any products, services or information available meet your specific requirements. Colours of products may vary greatly due to differences in camera/monitor settings; product packaging may also be different to that shown.

### **Goods availability**

All goods shall remain the property of the seller until they have been paid for in full.

All products are subject to stock availability and to the acceptance of the seller.

If there is insufficient stock to deliver the goods ordered by you, we will place the items on backorder. A further postage charge will occur when sending out the items.

Any estimated time of arrival for any items placed on backorder are given as a guide only and are never guaranteed.

We will not be obliged to offer compensation for any disappointment suffered and will not be held responsible for delays to any items placed on backorder.

### **Special Orders**

You may be able to request a special order, whereby we will request the factory to make these items at your request, for any discontinued item, however there will be a minimum order quantity required (usually 3 or 5 but this will be confirmed at the time of placing the order). Please check with a representative for more information about this service.

Any estimated time of arrival for any items placed on special order are given as a guide only and are never guaranteed. We will not be obliged to offer compensation for any disappointment suffered and will not be held responsible for delays to any items placed on special order.

Please check all goods on arrival after purchasing. The seller must receive notification within 48 HOURS of the invoice date of any damage to/or shortage concerning any consignment or if the item is faulty.

Under no circumstances can we accept returns of special order items unless there is a manufacturing fault – see *Product Warranty*.

Under no circumstances can we accept cancellations or amendments of special orders once placed.

A deposit may be required in order for us to place a special order to cover costs. Any instances of cancellations or amendments to a special order already placed by the buyer may result in the seller keeping the deposit to cover costs.

### **Custom Made Service**

The Custom Made service is available to those who hold an active trade account with us and have attended our Custom Made Educational Seminars, if this is not the case orders may be accepted at our discretion only.

The buyer is responsible for ensuring that all information including, but not limited to; measurements, instructions, specifications etc, supplied for Custom Made orders is correct and accurate at the time of ordering including the use of the correct forms for the services requested. We will accept no liability for items made incorrectly or delays incurred as a result of misinformation supplied by the buyer either verbally or in writing.



Please check all goods on arrival after purchasing. The seller must receive notification within 1 month of the invoice date of any damage to/or shortage concerning any consignment of a completed Custom Made order or if the item is faulty. Under no circumstances can we accept returns of Custom Made items unless there is a manufacturing fault – see *Product Warranty*. Under no circumstances can we accept cancellations or amendments of Custom Made orders once placed after 7 days of receipt of the order. Discretion may be used in extreme circumstances, if so, a fee may apply. Any estimated time of arrival for any items ordered through the Custom Made service are given as a guide only and are never guaranteed. We will not be obliged to offer compensation for any disappointment suffered and will not be held responsible for delays to any items ordered through the Custom-Made service. If you have any queries about the Custom Made service please contact Jane Kelly, Technical Manager on 01273 77 49 77.

#### **Educational Seminars**

By booking a place on an Educational Seminar you are agreeing to the following:

You must hold an active trade account with us prior to booking.

Payment for the seminar must be made in full at time of booking.

It is your responsibility to ensure you or the person(s) you are booking on the course meet the requirements as detailed within the course details before booking.

Available seminars are an indication and not a guarantee of places available.

Educational Seminar cancellation policy:

Courses are non-refundable but may be transferrable at our discretion.

We reserve the right to cancel the course date, in this case we will notify you at least as soon as possible and advise you of an alternative date or provide you with a full refund.

In the event of a course cancellation Aderans UK Limited t/a Trendco are NOT liable for travel expenses, childcare, potential loss of income or any potential associated costs.

It is your responsibility to check with your potential/existing insurance provider and/or county council to ensure you are able to gain your public liability, business insurance and any council license requirements before booking a training course.

#### **Pricing**

The seller reserves the right to amend prices, either increase or decrease, without prior notification. We reserve the right to correct any pricing errors on our published price list, quotes via email, verbal quotes and/or websites at any time.

All prices are exclusive of VAT and delivery and are quoted in Pounds Sterling unless otherwise stated.

#### **Special offers**

Any special offers are subject to availability and may change without notice.

Unless otherwise stated, special offers are offered on a non-returnable and non-refundable basis.

Please ensure you have stated any special offers or promotional codes at the time of placing your order, as discounts cannot be applied retrospectively to an order.

We reserve the right to refuse orders with misused discounts.

Please check the individual terms and conditions of any special offers you receive before claiming them against any order.

#### **Cancellation and amendment of orders**

We're sorry that in most circumstances it's not possible to make changes to your order once you've placed it. If your order has already been packed at the warehouse, then you'll need to return any unwanted items following our returns procedure.

If your order hasn't yet been processed by the warehouse, we may be able to, at our discretion, change delivery address details, remove items from your order or cancel it completely. Cancellation and amendment of orders cannot be done outside of business hours.

#### **Payment**

'30 Day accounts' shall become due and payable at the end of the following month, i.e., January invoices will be due for payment by the end of February etc. Thereafter, interest may be charged at the current Bank of England Base Rate on overdue accounts until the debt and interest thereon shall be recovered in full.

For 'Cash With Order' accounts a cleared payment is required before any goods can be dispatched. All new accounts will be set up on a "Cash With Order" account. This is to build up credit and payment history with us.

Payment is required to be made by any of the following methods:

- Credit/debit card
- BACS
- Cheque
- Direct Debit

#### **Delivery**

Whilst every effort shall be made to despatch goods on the date requested the seller shall not accept liability for any delay in the delivery of such goods.

Delivery times are quoted in good faith and we cannot accept liability for any expenses or other costs incurred due to failed or late deliveries.

Whilst courier services may offer a timed delivery service, we offer no guarantee of these services nor can we guarantee any request that they deliver after a set time (such as after 9am). Delivery times may vary from standard business hours. Our couriers deliver up to 7pm, but may go beyond this during busy periods.

Please note that in some circumstances the delivery surcharge may need to be increased for large and/or bulky items either inside or outside of the United Kingdom.

#### **International Shipping**

We are committed to providing an excellent delivery service to our customers who reside outside of the United Kingdom however, please note that any orders that are despatched to destinations outside of the U.K. will be subject to tax and import duties, which would be charged upon receipt of delivery. The buyer is responsible for paying any tax or import duties applied to their parcel.



We will not apply VAT on goods purchased for use outside of the U.K, where items are shipped within 3 months of purchase and delivery is to a non-U. K address.

*Delivered-at-place*

We will use the Delivered-at-place (**DAP**) method to deliver goods, meaning that the buyer is responsible to pay all costs and suffer any potential losses of moving goods sold to a specific location.

Whilst we will make an effort to support customers in these instances, ultimately it will be their responsibility.

**Damaged, incorrectly delivered or missing goods**

We take great care to ensure all goods you receive are correct and undamaged. However, in rare cases where incorrect/damaged goods are received, or goods listed on the delivery note are missing we must receive notification within 48 HOURS of the invoice date of any damage to/or shortage concerning any consignment.

We are not liable for any loss of earnings or other costs incurred due to damaged or incorrect products received, or items missing from deliveries.

**Ownership of goods**

All goods shall remain the property of the seller until they have been paid for in full including any applicable delivery charges. Once the goods have been delivered to you, they will be held at your own risk and we will not be liable for their loss or destruction.

**Returns**

We will accept returns of unwanted goods under the following conditions:

Please check all goods on arrival after purchasing.

The seller must receive notification within 48 HOURS of the invoice date of any damage to/or shortage concerning any consignment or if the item is faulty.

All goods must be returned in the same condition as supplied with all parts of the returns form completed, within 21 days of the date of the invoice.

We reserve the right to reject any returned goods or charge an administration fee of no lower than 25% of the item value for any goods returned in an unsellable condition, any late or damaged returns or incorrectly packaged goods and an administration fee of no lower than 10% of the item value for incorrectly documented goods.

The buyer is responsible for returning any goods back to us including the cost(s) of postage.

Please allow up to 10 working days for your return to be processed. During busier times returns may take longer to process.

Due to health and safety regulations, we may not be able to accept returns (subject to our discretion) of certain products if the packaging has been opened. Please contact us for more information.

All goods and services are subject to our Terms and Conditions of Supply.

We comply to the Consumer Rights Act 2015.

**Product Warranty**

For items returned due to a fault that has developed after 48 hours of receipt:

The seller accepts no responsibility for goods returned faulty unless such goods can be fairly deemed to have become faulty due to any manufactured defect within the first three months of wear.

We reserve the right to investigate your complaint and inspect the item for testing by an experienced technician. If this is to be carried out by the manufacturer their response will be required before any actions can be taken.

Hairpieces and wigs damaged due to customer abuse or neglect cannot under any circumstances be accepted for credit or replacement by the seller.

The buyer must ensure that any items returned for inspection are washed prior to returning, we reserve the right to reject any items or complaint if this has not been adhered to.

If we find a manufacturing fault with an item, we reserve the right to repair it.

If a manufacturing fault is not found:

- the item will be sent back to you at your cost.
- Under certain circumstances we may offer you, at our discretion, to repair the item at your cost.

All expressed or implied conditions of warranties, statutory or otherwise, not expressly included in these Conditions of sale are excluded.

We will not be held responsible for any injury or damages incurred by users of the products we sell. The buyer is responsible for ensuring that their clients complete a sample test of any products that are applied to their hair/skin/scalp *including but not limited to wigs/hairpieces, any hair/scalp/wig/hairpiece cleaning/maintenance products such as shampoos, conditioners, protective sprays/creams/ointments/treatments/oils, sanitising products, styling products such as gels/hair or finishing sprays/creams/putties/wax, adhesives, tapes, make-up products etc.*

**Complaints**

If you would like to make a complaint about any aspect of our service or products please contact us on 01273 77 49 77, via email at [info@trendco.co.uk](mailto:info@trendco.co.uk) or by writing to us at Aderans Uk, Sheridan House, 114-116 Western Road, Hove, East Sussex, BN3 1DD.

**Anti-Social Forces**

We refuse to supply to any buyer or any of their respective Subsidiaries (where applicable) where they;

- (i) are or have been classified as an Anti-Social Group
- (ii) have, or have had, any Anti-Social Relationship and/or
- (iii) engage, or have engaged, in Anti-Social Conduct, whether directly or indirectly through a third party.

**Force majeure**





Aderans UK Limited t/a Trendco shall be entitled to cancel or delay delivery of orders if it is delayed, hindered or prevented from delivery through circumstances beyond its control. Such circumstances shall include (but are not limited to) industrial action, accident, fire, war, riots or insurrection, actions of governments, revocation of export and/or import licences, act of god, failure to deliver by suppliers or couriers or force majeure.



## **PRIVACY POLICY**

### **INTRODUCTION**

Welcome to the Aderans UK Ltd t/a Trendco ("Aderans UK") Privacy Policy (also referred to as, "we", "us" or "our" in this Privacy Policy).

Aderans UK respects your privacy and is committed to protecting your personal data. This Privacy Policy will tell you how we look after your personal data when you visit our websites, contact us and/or use any of our services such as mail/telephone orders, email orders or salon visits/purchases and inform you of your privacy rights and how the law protects you.

Please use the Glossary at the end of this Privacy Policy to understand the meaning of some of the terms used in it.

Please also refer to our (i) [Cookies & Security Policy](#) and (ii) [List of Third Party Providers](#) who may process your personal data.

### **1. IMPORTANT INFORMATION AND WHO WE ARE**

#### **PURPOSE OF THIS PRIVACY POLICY**

This Privacy Policy aims to give you information on how Aderans UK collects and processes your personal data through your use of our services, including any data you may provide to us when you visit our websites, contact us and/or use any of our services such as mail/telephone orders, email orders, salon visits/purchases, sign up to receive our marketing material, or register as a customer with us.

Our websites, email/mail/telephone services are not intended for children and we do not knowingly collect data relating to children.

It is important that you read this Privacy Policy together with any other privacy notices on our websites from time to time so that you are fully aware of how and why we are using your data.

#### **CONTROLLER**

Aderans UK is the controller and responsible for your personal data.

We have appointed a data protection officer (DPO) who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions, including any requests to exercise your legal rights, please contact:

Joel Boardman, Operations Manager

Tel. 01273 77 49 77

Email: [dpo.uk@trendco.co.uk](mailto:dpo.uk@trendco.co.uk)

#### **CONTACT DETAILS**

Our full details are:

Full name of legal entity: Aderans UK Ltd, a UK private limited company with registered number 01104079. Aderans UK is registered, and operates, in the United Kingdom.

Registered Address: Atlas Chambers, 33 West Street, Brighton BN1 2RE

Postal address: Aderans UK, Sheridan House, 114-116 Western Road, Hove, BN3 1DD.

Complaints:



If you are based in the UK, you have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (<https://ico.org.uk>). Please read: <https://ico.org.uk/your-data-matters/raising-concerns/> for details of how to do this.

If you are based in an EU member state or an EEA country, you have the right to make a complaint at any time to the relevant supervisory authority in the country where you live.

We would, however, appreciate the chance to deal with your concerns before you approach the ICO or any other supervisory authority so please do contact us in the first instance.

#### CHANGES TO THE PRIVACY POLICY AND YOUR DUTY TO INFORM US OF CHANGES

We may need to update this Policy at any time and without notice and where we do this, we will notify you, for example, by emailing all of our customers.

It is important that the personal data we hold about you is accurate and up to date. Please keep us informed if your personal data changes during your relationship with us and in particular periodically review the details in your account settings if you are registered on our websites.

#### THIRD-PARTY LINKS

Our websites may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our websites, we encourage you to read the Privacy Policy of the websites you visit.

## 2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity Data which includes your first name and last name. It may also include your gender.
- Contact Data means the data we use to contact you including your billing address, delivery address, email address and telephone and mobile number.
- Health Data means the data we use, where applicable, relating to your health or medical conditions
- Financial Data means the payment method and card association used to process your payments for your orders. We do not store or process your card details ourselves, they are processed and automatically stored via one of our contracted third party service providers.
- Transaction Data means details about transactions you have made including any photographs or other details you have provided in respect of an order, the payments to and from you along with other details of products and services you have purchased from us.
- Technical Data means details about the device(s) you use to access our websites including your internet protocol (IP) address, browser type and version, location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our websites.
- Profile Data includes your username (email address), your login data, purchases or orders made by you, your interests, preferences, feedback and survey responses via our websites or digital communications.
- Usage Data includes information about how you use our websites, products and services. This includes your browsing patterns and information such as how long you might spend on one of our webpages and what you look at and for on our websites, the page that referred you to our site and the click stream during your visit to our websites, page response times and page interaction information (clicks you make on a page).



- Marketing and Communications Data includes your preferences in receiving marketing from us and your communication preferences.

We may also collect, use and share aggregated and/or anonymised data ("Aggregated Data") such as statistical or demographic data for analytical purposes. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Policy.

#### IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, where you do not provide suitable delivery instructions to provide you with goods or services). In this case, we may have to cancel a product or service you have through us but we will notify you if this is the case at the time.

### 3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- Direct interactions. You may give us your Identity Data, Contact Data, Health Data, Transaction Data, Profile Data, Financial Data and Marketing and Communications Data by using our websites, filling in forms or by corresponding with us by post, phone, email, in person or otherwise. This includes personal data you provide when you:
  - purchase a product or use a service through our websites, contact us via mail/telephone, email/SMS service, visit a salon or have a digital appointment such as a video consultation;
  - create an account on our websites;
  - request marketing (such as product brochures) to be sent to you;
  - enter a competition; or
  - give us some feedback.
- Automated technologies or interactions. As you interact with us, we may automatically collect usage data and technical data about your equipment, browsing actions and patterns when using our websites. We collect this personal data by using cookies, server logs and other similar technologies. Please see our [Cookies & Security Policy](#) for further details.

### 4. THIRD PARTY SOURCES OF DATA/DATA SHARING:

The lawful bases for sharing and processing this data are set out in the table below and please refer to the List of Third Party Providers for further information.

### 5. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

See the Glossary at the end of this Privacy Policy to find out more about the types of lawful bases that we will rely on to process your personal data.



Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us or by clicking "Unsubscribe" on any emails you receive from us.

#### 4. PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we may use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact (c) Health (d) Profile	Performance of a contract with you.
To process and deliver your order, including:  1. Sharing your personal data with a courier company  2. managing payments, fees and charges; and  3. managing your queries through our Customer Service team at head office – this may include recording calls to our teams.	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Health (f) Marketing and Communications	Performance of a contract with you. We may also use some of the data related to your queries for our legitimate interests of ensuring our customer service quality standards are met.
To collect and recover money owed to us in respect of your order	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Health	Necessary for our legitimate interests (to recover monies owed to us).
To carry out financial audits and fraud assessments	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Technical (f) Health	Necessary for our legitimate interests of ensuring we meet our legal requirements in financial reporting and ensuring payments are not fraudulent.
To notify you in relation to our legal obligations and documents, including changes to our terms or Privacy Policy	(a) Identity (b) Contact (c) Profile	Necessary for our legitimate interests of ensuring our customers are updated on these changes.

<p>To help us improve our offering to our customers, including asking you to leave a review or take a survey, or provide customer insights</p>	<p>(a) Identity (b) Contact (c) Profile (d) Marketing and Communications</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to improve our offering to our customers, to develop and grow our business).</p>
<p>To enable you to partake in a prize draw or competition</p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications</p>	<p>Performance of a contract with you to fulfil the promotion and run the competition/prize draw. We may also subsequently use your entries for the legitimate interests of understanding our customer base more effectively.</p>
<p>To administer and protect our business and websites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Profile (d) Technical</p>	<p>Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise).</p>
<p>To deliver relevant website content, advertisements and other marketing material to you and measure or understand the effectiveness of the advertising we serve to you</p>	<p>(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to develop and grow our business, to inform our marketing strategy and to improve our offering to you). Please note that where cookies are used for this purpose, this is covered separately by our <a href="#">Cookies &amp; Security Policy</a>.</p>
<p>To use data analytics to improve our websites, products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical (b) Usage</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our websites updated and relevant, to develop our business and to inform our marketing strategy). Please note that where cookies are used for this purpose, this is covered by our <a href="#">Cookies &amp; Security Policy</a>.</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you</p>	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile</p>	<p>Necessary for our legitimate interests (to develop our products/services and grow our business, and to improve our offering to you).</p>

We do not conduct any automated decision making. We may profile you, if you are a potential customer, for the purposes of targeting marketing at you and where this is done, this is undertaken for our legitimate interests of ensuring our marketing is



relevant to its audience. For example, we may classify an appropriate audience for a promotion by what products on our websites you have previously looked at or expressed an interest in.

## MARKETING

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you. We only use the data you provide to us directly for this purpose along with the Aggregated Data provided to us by our analytics partners and we do not track what other websites you may visit after visiting our site, though in common with most websites, we may register the site which referred you to our site (e.g., a search engine or a third party website which has our websites linked in it).

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We generally only send electronic marketing - such as email marketing - to people who have previously bought similar products from us and this is in our legitimate interests. We will always offer a way out of receiving this marketing when you first purchase our products and in every marketing communication afterwards. We may on occasion send out postal marketing for the purpose of growing our sales which is in our legitimate interests and in this scenario, we will rely on you to let us know if you do not want to receive this by opting out of marketing (see Opting Out below).

If you have an online account with us, and purchase a product through PayPal or WorldPay, we will not recognise you as an existing customer (including for the purposes of your marketing preferences) until you have completed your purchase, and if you provide us with the same email address as the one registered to your account.

Where you have not previously bought from us but have registered your details with us (for example by entering a competition or signing up for a newsletter), we will only send you marketing communications if you opted into receiving marketing at the time and so given us your express consent (which you may withdraw at any time – see Opting Out below).

We may also share certain data such with third party social media platforms (namely Facebook) in order to show you targeted ads when you visit them. We do this by the use of cookies which capture your visits to our websites. Please refer to our [Cookies & Security Policy](#) for more information and we may also provide these platforms with your email address to create 'audiences' of users fitting within a certain demographic/category so that we can target our marketing. Please check the social media platforms' terms for more details of these services. This is in our legitimate interests of sending you direct marketing. See 'Opting Out' below for details of how you can adjust your marketing preferences. Our [Cookies & Security Policy](#) also explains how you can adjust your cookies preferences.

## OPTING OUT

You can ask us to stop sending you marketing messages at any time selecting "Unsubscribe" from any marketing email you receive from us or by contacting us. We may still contact you by email regarding your order if you place an order with us or make an email enquiry or we may contact you in this way regarding any contractual changes.

If you opt out of receiving email marketing from us, you may continue to see our ads through Social Media platforms, due to their general demographic targeting, however we will no longer share your information with them. Please check the social media platforms for more detail of how to opt out from seeing these ads.

Where you opt out of receiving marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, or related correspondence, and we will continue to process such data in accordance with this Privacy Policy and only ever as permitted by law.

## COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our websites may become inaccessible or not function properly. For more information about the cookies we use, please see our [Cookies & Security Policy](#).

## CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.



Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

#### THIRD PARTIES

When you place an order on our websites or contact us over the phone, via email or by visiting us, that information may also be received by a relevant third party so that where necessary they can process and deliver your order. We may also pass on any information about your order or query, where relevant.

We also use other third parties to process your personal data and these change from time to time. Please review the [List of Third Party Providers](#) regularly to ensure that you are informed.

#### 6. DISCLOSURES OF YOUR PERSONAL DATA

We require all third parties to respect the security of your personal data and to treat it in accordance with the law and they may only use your data for the purposes we specify in our contract with them. We will always work with them to protect your privacy.

#### 7. INTERNATIONAL TRANSFERS

Some third parties that we use, are based outside the United Kingdom, so their processing of your personal data will involve a transfer of data outside the United Kingdom.

Whenever we transfer your personal data out of the United Kingdom, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to EU member states and EEA countries on the basis that the United Kingdom deems EU member states and EEA countries to be adequate to allow for data flows from the United Kingdom.
- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).

#### 8. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

You acknowledge that when contacting us via the Internet, the Internet is not a completely secure medium for communication and, accordingly, we cannot guarantee the security of any information you send to us (or we send to you) via the Internet. We are not responsible for any damages which you, or others, may suffer as a result of the loss of confidentiality of such information

#### 9. DATA RETENTION

##### HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. For example, details of your orders will be kept for as long as we need to retain that data to comply with our legal and regulatory requirements. This is generally 6 years unless the law prescribes a longer period.





Whilst we make every effort to digitalise as much information as we can, if we have any paper records of your personal data, we will destroy these by shredding, as soon as they are no longer required for their original purpose, which may be done in-house or via a third party secure shredding supplier. All paper records are securely locked away until destruction or if carried out by a third party supplier they are locked away until collection for destruction, vehicles for collection are secure and tracked, until they reach a state-of-the-art shredding facility where they are shredded to BS EN 15713 standards. The shredded paper is then pulped and made back into 100% recycled paper.

In some circumstances you can ask us to delete your data: see [‘Your Legal Rights’](#) below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 10. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

You have the right to:

- Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. For example, where you consider that we do not need it any longer for the purposes for which we originally collected it as explained to you in this Privacy Policy, where you have withdrawn your consent to our using it and we had relied on that consent according to this Policy, where you consider that we cannot show a ‘legitimate interest’ in continuing to process it and we have relied on that legitimate interest to process it as explained to you in this Policy. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

If you wish to exercise any of these rights, please [Contact Us](#).

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of your other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.



## WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

## TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## 11. GLOSSARY

A more detailed explanation on what some references mean in this policy is as follows:

“legitimate interest” means our interest in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

“performance of a contract” means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

“comply with a legal or regulatory obligation” means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

**Last updated: 15<sup>th</sup> February 2021**



## LIST OF THIRD PARTY SUPPLIERS

Aderans UK Ltd t/a Trendco (“Aderans UK”) uses other third parties to process your personal data and these may change from time to time. Please review this list regularly to ensure that you are informed.

The name of the third-party providers, the description of their services and the purpose of their processing is set out below.

Purpose/Activity	Description	Third Parties
Couriers	If you place an order or request information by post, we share your information with the relevant courier so that they can deliver your order/request.	DPD Local DHL International Royal Mail
Payment providers	In order to facilitate any payments made on our site, we facilitate the sharing of users' financial data with our payment providers.	PayPal WorldPay
Telephone call recording providers	When you interact with our customer service team via phone to head office via 01 273 77 49 77 or 01 273 777 503, calls may be recorded for training and monitoring purposes.	Oak RecordX Opus Technologies
Digital forms providers	In order to facilitate any orders/requests we may require you to complete a form digitally	E-sign
Factories	If you order an item or place a request through our Custom Made Service or have any item you have purchased repaired (hair adding etc), in order to facilitate this we may share your data with the factory that completes this order/request.	Aderans Group nominated factories
Financial Auditors	In order to meet legal requirements, we may share your information with our nominated financial auditors or outsourced accounting firm.	Earnest and Young Galloways
I.T. support and maintenance providers	In order to administer and protect our business, I.T. systems and websites or to facilitate/monitor orders/requests placed	Trident I.T. Support The Nav People Codeless Platforms Microdesign B.V
Secure shredding providers	To destroy any paper records via secure shredding of personal data that are no longer required for their original purpose, where this has not been completed in-house	Paper Round
Analytics tools	We use analytics tools to track the way that users interact with our websites.	Google Analytics
Cloud platform providers	We use cloud computing platforms that securely store and process all of our data, including user details for our websites.	Krystal Hosting
Messaging services	In order to send users tailored and timely marketing content, service messages and transactional notifications, we share your details with our marketing messaging service providers.	Remarkety MailChimp
Social Media Platforms	We may provide them with your email address to target our marketing. This is in our legitimate interests of sending you direct marketing.	Facebook
Recruitment	Where you apply for a role with us, we use our recruiting providers to process and store your application details.	Indeed

If you have any questions on this list, please Contact Us.

**Last updated: 15<sup>th</sup> February 2021**



## COOKIES & SECURITY POLICY

### INTRODUCTION

By visiting our websites with your browser settings adjusted to allow cookies, you are consenting to Aderans UK Ltd t/a Trendco ("Aderans UK") using cookies for the purposes outlined below in order to provide you with a fully functional user experience.

### WHAT IS A COOKIE?

A cookie is a small text file which is downloaded and stored on your computer or mobile device by websites that you visit. Where cookie technology is not available, an anonymous identifier may be used instead. An anonymous identifier is a random string of characters used for the same purposes as a cookie.

Your browser accesses the cookie file only when you visit the website that generated it. This helps to ease your navigation by automatically logging you in and remembering things like your preferences and what's in your shopping basket. Cookies allow sites like ours to deliver you a user personalised experience.

The information stored within any given cookie can only be accessed by the website that created it and cookies are limited to communicating only the information that you have disclosed to the site.

Cookies duration can be defined as either session based or as persistent.

- **Session (or Transient) Cookies** are stored in your computer's memory for the length of your browsing session. They become inaccessible after the session has been inactive for a time and are automatically deleted from your computer when the browser is closed. They allow you to move from page to page without having to log-in repeatedly.
- **Persistent (or Permanent) cookies** are stored in your computer memory and are not deleted when the browser is closed. They are used to keep your preferences for the website, so they will be remembered for next time you visit the website. They are also used to collect information about the numbers of visitors, the average time spent on a particular page and analyse shopping behaviour on the website. This information is used to find out how well the website works and where it can be improved.

### WHAT COOKIES DO WE USE?

We use the following types of cookie:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our websites. They include, for example, cookies that enable you to log into secure areas of our websites, use a shopping basket or make use of e-billing services.
- **Functional cookies.** These are used to recognise you when you return to our websites. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, showing you relevant recommendations on our product pages).
- **Analytical & experience testing cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our websites when they are using them, and also to test changes to our user experience on some users. This helps us to improve the way our websites work, for example, by ensuring that users can quickly and efficiently checkout.
- **Targeting/advertising cookies.** These cookies record your visit to our websites, the pages you have visited and the links you have followed. We will use this information to make our websites, the advertising displayed on them, and any external marketing we perform more relevant to your interests. We may also share this information with third parties (see list below) for this purpose.

The list below details the cookies used on our websites. We have outlined who sets these cookies and their purpose. If the party reads something other than 'Aderans UK', these are our third party business partners who help us to enhance your browsing experience.



Category	Party	Purpose
Strictly necessary	Aderans UK	Aderans UK uses cookies to enable some of the basic functionality that is required for customers to browse and shop on our websites, such as remembering which products they have added to their basket. The information collected through these cookies is only used for this purpose and is never shared or sold on to third parties.
Functional	Aderans UK	Aderans UK uses cookies to track the activity of users on the site in order to help us provide the most relevant product recommendations to users based on the products they have previously viewed or purchased and the categories in which they have previously expressed an interest.
Analytics & experience testing	Google Adwords	Google Adwords (GA) uses cookies (or, if applicable, anonymous identifiers) to collect data that helps us understand how people are using the site. We use this information to identify how and where we can improve the customer experience, and to help us determine where our ads will be most effective online. This data is exported into our database, where it may be linked to previous browsing behaviour and personally identifiable information.
Targeting/advertising	Facebook Ads and Facebook Pixel	Facebook Ads and Facebook Pixel use cookies (or, if applicable, anonymous identifiers) to track our own paid advertising activity. We use the information collected by these cookies to help us determine where our ads will be most effective online. Each individual advertiser uses its own tracking cookies and the data taken is not confidential data or interchangeable.

#### MANAGING COOKIES

If cookies aren't enabled on your computer, it will mean that your user experience on our websites will be limited to browsing and researching; you won't be able to add products to your basket or buy them. To enable and manage cookies, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

#### SECURITY

Aderans UK maintains the highest levels of security. We take the privacy and security of your Personal Information very seriously. Our site uses high-level SSL encryption technology, the most advanced security software currently available for online transactions. You can tell whether a page is secure as 'https' will replace the 'http' at the front of the URL in your browser address window. A small locked padlock will also appear to the left of the address. We do our best to keep the information you disclose to us secure. However, we can't guarantee its security. By using our websites, you accept the inherent risks of providing information online and will not hold us responsible for any breach of security.

#### PAYMENT SECURITY

We do not collect, store nor process your payment information. Your order payment is done by passing you from our websites' checkout pages to our merchant payment processing pages provided by PayPal or WorldPay. Trendco receives confirmation from the third party that payment has been made by way of an alpha-numerical Transaction Identification Number and Unique customer ID. You can read PayPal's or WorldPay's Privacy Policy for an explanation of how they process and safeguard this payment information.

#### WEBSITE SERVER SECURITY

Our websites are hosted by Krystal Hosting within a UK data centre located in London which is completely powered by renewable/clean energy.

Some of the more notable security features are as follows:

- Free SSL Certificates
- DDOS Protection

The server is protected by:

- Krystal Shield WAF

All traffic (transferal of files) between our websites and your browser is encrypted and delivered over HTTPS.

#### YOUR PASSWORD

We do appreciate that remembering passwords can be tricky, but setting effective and secure passwords on all the sites you use is vital in combating possible fraudulent activity using your personal details.

- Avoid using the same password for each of your online accounts so that they can't all be fraudulently accessed at once. Multiple passwords keep you safer.
- Use a mix of numbers and characters, and something that's very personal to you.
- Most sites set a minimum number of characters to use, but avoid using obvious phrases like "password", or your name, or phone number.
- Try to mix upper and lower case letters and numbers in your password.

#### USING WIFI IN PUBLIC PLACES



Using an unsecured network in a public place can be risky as unauthorised people may try to intercept anything you're doing online. We recommend you only connect to secure wireless networks that you trust, and to always be aware of the risks associated with using public WiFi.

#### PHISHING

Phishing is the practice of tricking someone into giving confidential information. Examples include falsely claiming to be a legitimate company when sending an e-mail to a user, in an attempt to get the user to send private information that will be used for identity theft and fraud. We'll never ask you to send any personal details via email. If we require such details, for security reasons we'll ask you to contact us by phone. Should you receive an email claiming to be from Trendco or Aderans UK requesting this kind of information, please don't respond, but do let us know about it.

#### OTHER APPLICABLE TERMS

This Policy forms part of our overall **Terms & Conditions of Use**, which also apply to your use of our websites. This can be viewed on any of our websites.

The Terms & Conditions of Use incorporate the following applicable terms:

- Our **Privacy Policy**

Our privacy policy sets out the terms on which we process any personal data we collect from you, or that you provide to us. By using our websites, you consent to such processing and you warrant that all data provided by you is accurate.

- Our **Disclaimer and Copyright Notice**

The Disclaimer and Copyright Notice explains your use of the information on our websites. This can be viewed on any of our websites.

- **Terms and Conditions**

If you purchase goods or services from us, our Terms and Conditions will apply.

If you have any questions on this policy, please Contact Us.

**Last amended: 15<sup>th</sup> February 2021**