



Data Privacy Notice

Customer-Electronic Direct Marketing

Subject to Article 13 of the General Data Protection Regulation (GDPR), this Data Privacy Notice includes all of the information necessary to satisfy that requirement which aims to provide you as the Data Subject with the information regarding the personal information which is to be obtained and processed by the Controller and, where applicable, it's Processors.

For the purposes of the General Data Protection Regulation the **Data Controller** and primary **Data Processor** is:

CDS Superstores (International) Ltd t/a The Range

Whose registered office is:

Tamar House, Thornbury Road, Estover, Plymouth, Devon, PL6 7PP

Should you wish to contact the controller's **Data Protection Officer** they can be contacted:

by email: dpo@therange.co.uk

by post: **Data Protection Officer (DPO)**

The Range, Tamar House, Thornbury Road, Estover, Plymouth, Devon, PL6 7PP

The information which we collect from you and which is classified as personal information, will be **used for the purposes** of:

Management of your "The Range" online account.

The processing of personal information for this purpose is **considered to be lawful** because:

- a) Processing is necessary for the performance of a contract to which the data subject is a party or in order to take steps at the request of the data subject prior to entering into a contract;
- b) Processing is necessary for compliance with a legal obligation to which the controller is subject;
- c) Processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child. **The Legitimate Interests are the communication of the status of your order(s) and any related updates, to provide Customer Services support, and support the continued development and growth of our business to better respond to our customers desires and needs. Statistical analysis of orders for stock control and to continue to protect our customers and the business against unauthorised or fraudulent activity.**

Personal information obtained will be processed by the Data Controller and/or selected third parties and/or partners. Third parties relevant to this Data Privacy Notice are:

Suitable Delivery Agents depending on the product(s) ordered for delivery, your name address and, in certain circumstances your telephone number may be provided to complete the delivery.

The Range, does not intend to transfer personal data to any third country or international organisation outside of the European Economic Area.

The information provided will be retained and used until you withdraw your consent (opt out), at which time your information will be securely disposed of and no longer used for this purpose.

As the Data Subject you have the following rights regarding information relating to you which is held by The Range: access, rectification or erasure, and the right to request a copy of the information held about you.

If you believe you have valid grounds to do so, you may make a complaint to the Information Commissioner's Office (ICO) which is the appropriate Supervisory Authority under the Regulation. Current details of how to make a complaint are available from the ICO website <https://ico.org.uk> However, we will always take your concerns seriously and would be happy to discuss them first, please contact our Data Protection Officer on the details provided above.