

ATSUKO KUDO LIMITED (“we/us/our”) is a limited company registered in England with company registration number 07195609. Our registered office and principal place of business is 64 Holloway Road, London, England, N7 8JL. We are committed to protecting and respecting your privacy.

This policy (together with our Terms of Use) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

Where we decide the purpose for which your personal data will be processed, we are the data controller unless otherwise stated. As data controller, we will comply with all applicable data protection laws.

THE INFORMATION WE COLLECT FROM YOU

You may give us personal information by filling in forms on our website or by contacting us by phone, e-mail or otherwise. This includes information you provide when you search for a product, place an order on our website or make a purchase from our shop, telephone us with an enquiry, The information you give us may include your name, address, e-mail address and phone number, financial and credit card information, personal description and photograph.

When you visit our website, you have the option to sign up to receive our e-newsletter which contains information about our products and services and may contain exclusive offers and promotions. We collect and process your name and email address only. You will be able to unsubscribe from our e-newsletter by using the “unsubscribe” option in the email attaching the newsletter or at any time by contacting us at the following email address: info@atsukojudio.com.

We may also collect personal information from you when you participate in discussion boards, enter a competition, promotion or survey and when you report a problem with this website. The information you give us may include your name, address, email address and telephone number.

This site contains links to our social media pages on Facebook, Twitter, YouTube, Pinterest and Instagram. While we do not have third party or targeted advertising on our website, if you link to one of our social media pages, or any third-party website, you may be subject to targeted marketing via that site.

These third-party websites have their own respective privacy policies (which we would advise you to read) for which those sites are solely responsible.

Should you visit those social media pages and choose to follow us on Facebook, Twitter, YouTube, Pinterest or Instagram, we may receive personal information about you from the social media providers, including:

Name, address (email and/or postal), telephone number(s), IP address, social media account URL, date of birth and gender.

If we do receive any of this information from these third party media sites, we will not process it for direct marketing purposes without your consent or it is otherwise lawful for us to do so.

If you would like us to delete the personal information that we have received about you from these sites, please email us at info@atsukokudo.com

If you do not want us to receive further information about you from these sites, you should also contact the sites directly to turn off the 'follow' setting.

If you would like to have deleted the personal data that you've shared with the social media accounts that you have joined or that you follow, please contact the social media providers directly.

OTHER INFORMATION WE COLLECT FROM YOU

We use various technologies to collect and store information when you visit our site. We may, for example, collect information about the type of device you use to access the site, your IP address and your geographic location, the operating system and version, your browser type, the content you view and features you access on our site, the web pages and the search terms you enter on our site.

INFORMATION WE RECEIVE FROM OTHER SOURCES

We may receive information about you if you use any other sites we operate or the other services we provide. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

COOKIES

Our site uses cookies to distinguish you from other users of our site. This helps us to provide you with a good experience when you browse our site and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie policy](#).

USES MADE OF THE INFORMATION

Under data protection law, we can only use your personal data if we have a proper reason for doing so, e.g.:

- to comply with our legal and regulatory obligations;

- for the performance of our contract with you or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- you have given consent.

A legitimate interest is when we have a business or commercial reason to use your information, provided that your own rights and interest do not override this

Information you give to us. We will use this information:

- to carry out our obligations arising from any contracts entered into between you and us or to take steps at your request before entering into a contract, such as providing you with information which you have asked for about our products and services;
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about or which we feel may be of interest to you. This is for our legitimate interest in promoting our business and generally we do not require your specific consent to do this, but where we do, we will also request this. We will not provide your personal information to third parties for marketing purposes unless we have your specific consent to do so,
- to notify you about changes to our service;
- to ensure that content from our site is presented in the most effective manner for you and for your computer.

Information we collect about you. We will use this information:

- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure;
- to measure or understand the effectiveness of advertising we serve to you and others, and to deliver relevant advertising to you;
- to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or others.

Information we receive from other sources.

We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

DISCLOSURE OF YOUR INFORMATION

We may share your personal information with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may share your information with selected third parties including:

- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Advertisers and advertising networks that require the data to select and serve relevant adverts to you and others. We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 women aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in SW1).
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Atsuko Kudo Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms of Use or Terms and Conditions of supply and other agreements; or to protect the rights, property, or safety of Atsuko Kudo Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you is stored at our premises and may also be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of your order, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given you (or where you have chosen) a password, which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

RETENTION OF YOUR INFORMATION

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

For example, if we have collected your personal data because you are a customer of our products or services, by law we have to keep basic information about you for six years after you cease being a customer for tax purposes. Different retention periods apply for different types of data.

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.

YOUR RIGHTS

You have the following rights over the way we process your personal information. We aim to comply as soon as we reasonably can and within one month at the latest:

- to ask for a copy of data we are processing about you and have inaccuracies corrected;
- to ask us to restrict, stop processing, or to delete your personal information;
- to request a machine-readable copy of your personal information, which you can use with another service provider. Where it is technically feasible, you

can ask us to send this information directly to another provider if you prefer;
and

- to make a complaint to a data protection regulator. You may contact them at: <https://ico.org.uk/concerns/>. We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

To contact us with a concern about the way we are processing your information or to make a request in relation to any of the rights, please email us at info@atsukokudo.com

OTHER WEBSITES

Our site may, from time to time, contain links to and from the third party websites, applications and plug ins. If you follow a link to third party sites, please note that these sites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these sites.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy as they will be binding on you.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@atsukokudo.com.