

# WELLWOOD

## DETAILS

26 Palace Gardens Terrace, London W8 4RP

By appointment

## ENQUIRIES

[london@wellwoodgallery.com](mailto:london@wellwoodgallery.com)

## PRESS

[press@wellwoodgallery.com](mailto:press@wellwoodgallery.com)

## PRIVACY POLICY

## LAST UPDATED

23.11.24

### COMPANY INFORMATION

Wellwood Gallery is the trading name of WG Europe Ltd

WG Europe Ltd is a company registered in England and Wales with company number 15212150 VAT registration 451 6465 89

Wellwood Gallery (“We”, “Us”, or “Our”) is committed to protecting and respecting your privacy. This privacy policy (together with our Terms and Conditions) sets out the basis on which any personal data we collect from you or that you provide to us will be processed by us and tell you about your privacy rights and how the law protects you. By using [www.wellwoodgallery.com](http://www.wellwoodgallery.com) (“our site”), you are accepting and consenting to the practices described in this policy.

### IMPORTANT INFORMATION

This privacy policy aims to inform you how Wellwood Gallery collects and processes your personal data, including any data you may provide when you enquire, sign up for our newsletter, or purchase a product or service.

Our site is 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 notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements the other policies and is not intended to override them.

### OUR DETAILS

The data controller for our website is Wellwood Gallery of 26 Palace Gardens Terrace, London W8 4RP. You can contact the data controller by writing to the same postal address or sending an email to [admin@wellwoodgallery.com](mailto:admin@wellwoodgallery.com).

Please contact the data controller if you have questions about this Privacy Policy.

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 ([www.ico.org.uk](http://www.ico.org.uk)), or the equivalent regulatory authority in your country. However, we would like to deal with your concerns before you approach the ICO (or other regulator), so please contact us in the first instance.

### CHANGES TO THE PRIVACY NOTICE

Any changes we make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently for updates or changes.

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## THIRD-PARTY LINKS

This website 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 your data. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## INFORMATION WE MAY COLLECT FROM YOU

Personal data, or personal information, means any information from an individual 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 are grouped as follows:

Identity Data includes first name, maiden name, last name, username or similar identifier, title, date of birth and gender.

Contact Data includes billing address, delivery address, email address and telephone numbers.

Financial Data includes bank account and payment card details.

Transaction Data includes details about payments to and from you and other details of products and services you have purchased from us.

Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.

Profile Data includes your username and password, purchases or orders made by you, preferences, feedback and survey responses.

Usage Data includes information about how you use our website, products and services.

Marketing and Communications Data includes your preferences in receiving marketing from us, our carefully selected third parties, and your communication preferences.

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We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data).

#### 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, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

#### HOW IS YOUR PERSONAL DATA COLLECTED

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

Information you give us. You may provide us with your Identity, Contact and Financial Data by filling in forms on our site or on our social media pages or profiles or by corresponding with us by phone, email, in app or otherwise. This includes personal data you provide when you:

- Apply for our products or services.
- Send us an enquiry.
- Create an account on our website.
- Subscribe to our service or publications.
- Request marketing to be sent to you.
- Enter a competition, promotion or survey.
- Give us some feedback.
- When you apply for a job position.

With regard to each of your visits to our site, we may automatically collect the following information: technical information, e.g. about your browser or the device you use to access the site etc., information about your visit, such as browsing actions and patterns, e.g. which website you clicked through to reach ours and lengths of visits to pages. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies.

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We use cookies to provide a good experience when you browse the site, which also allows us to improve our site. Cookies are used to distinguish you from other users of our website. Please see our cookie policy ([www.wellwoodgallery.com/cookies](http://www.wellwoodgallery.com/cookies)) for further details.

We may receive personal data about you from various third parties and public sources as set out below:

Technical Data from the analytics providers (such as Google based outside the EU).

Contact, Financial and Transaction Data from providers of technical, payment and delivery services.

Identity and Contact Data from selected business partners or data brokers.

## USE OF 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 and to provide you with the information, products and services that you request from us.

To provide you with information about other goods or services we offer that are similar to those that you have already purchased or enquired about.

To provide you, or carefully selected third parties to provide you, with information about goods or services we feel may interest you. We will only contact you by electronic means (email or, SMS, or PUSH notifications) with information about goods and services similar to those which were the subject of a previous sale or negotiations of sale to you).

Where we or a third party have a legitimate interest, and your interests and fundamental rights do not override those interests.

To comply with a legal or regulatory obligation, including exchanging information with other companies and organisations for the purposes of fraud protection.

To administer, operate and improve our site and ensure it is presented in the most effective manner as part of our efforts to keep our site safe and secure.

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To make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

We may combine information we receive from other sources with information you give to us and information we collect about you and use it for the purposes set out above.

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, warranty registration, product/service experience or other transactions.

## DATA SECURITY

We have implemented 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 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.

## DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including to satisfy 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.

By law, we must keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances, you can ask us to delete your data: see Request erasure below for further information.

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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.

## YOUR LEGAL RIGHTS

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

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. However, we may need to verify the accuracy of the new data you provide to us.

Request the erasure of your personal data. This enables you to ask us to delete or remove personal data without a good reason for us continuing to process it. 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 situation which makes you want to object to processing on this ground as you feel it impacts 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, such as where we are obliged by law, we may demonstrate that we have compelling, legitimate grounds to process your information, which overrides your rights and freedoms. An example of this may be where we must process your financial data to comply with our tax obligations. Please note that if you already have an account with Wellwood Gallery but complete a purchase via the guest checkout, we cannot modify your marketing preferences as we will not have the relevant identity information or authority to do so. You can amend your marketing preferences anytime via your account settings or when you receive further email communication from us.

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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 you initially provided consent for us to use or where we used the information to perform a contract with you.

For further information on your individual rights, please visit <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/> . If you wish to exercise any of the rights set out above, please contact us.

No fee is usually required. You will not have to pay a fee to access your personal data (or to exercise any of the 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 concerning 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.

## CONTACT US

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