

PRIVACY STATEMENT

31st January 2024

This Privacy Statement describes how Varilight Direct manages personal information and respect your privacy. This policy may be amended from time to time. We encourage users of our website to regularly review our Privacy Policy.

This statement covers the way we use your personal information when you visit our website, contact us to resolve a query, make an enquiry or when you place an order. The steps we take to protect your information and how to review or correct the information we hold are also detailed here. By accessing our website or providing your information when you contact us, you are consenting to the collection and use of information practices described in this privacy statement.

All "**Personal Information**" (which is defined as any information that identifies or can be used to identify, contact, or locate the person to whom such information pertains) that we collect and maintain will be subject to this Privacy Policy, as amended from time to time. To update your information and preferences, see the section entitled "[Updating Your Personal Information and Privacy Preferences.](#)"

When we refer to "**Varilight Direct**", we mean the Varilight Direct entity that acts as the controller or processor of your information, as explained in more detail in the "[Entities Collecting Personal Information](#)" section below.

ENTITIES COLLECTING PERSONAL INFORMATION

When placing orders placed with Varilight Direct your contract is with Doyle & Tratt Products Ltd, which is the legal entity. This privacy notice is issued by Doyle & Tratt Products Ltd so when we mention "Varilight Direct", "we", "us" or "our" in this privacy notice, we are referring to Doyle & Tratt Products Ltd, Carylls Lea, Faygate, West Sussex, RH12 4SJ, United Kingdom. Our telephone number is 01293 905800.

We have appointed a data protection officer (DPO) for Doyle & Tratt Products Ltd who is responsible for overseeing questions in relation to this privacy notice. If you have any questions, concerns, or requests about this privacy notice, how we manage your Personal Information, or any other issue relating to your Personal Information, please contact our DPO:

By Post:

Attn: Data Protection Officer

Doyle & Tratt Products Ltd

Carylls Lea, Faygate, West Sussex, RH12 4SJ, United Kingdom.

By Email: privacy@varilightdirect.co.uk

By Telephone: 01293 905800

COLLECTION OF PERSONAL INFORMATION

As a visitor to the website, you can engage in most activities without providing any Personal Information.

In order to provide a service, we may collect the following Personal Information from you:

- Contact information such as your name, phone numbers, address and email address; and
- Demographic information such as your job title and company name; and
- Profile data, including details about your purchases and any questions you ask us about our products
- Images and videos that you submit to clarify your questions
- Depending upon the activity, some of the information that we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data we may not be able to provide a service.

As is true of most websites, when you use our website, Varilight Direct or third parties contracted by Varilight Direct may also collect certain technical and routing information about your computer to facilitate your use of the website and its services. For example, we may log environmental variables, such as browser type, operating system, CPU speed, and the Internet Protocol (IP) address of your computer. We use these environmental variables to facilitate and track your use of the website and its services. Varilight Direct also uses such environmental variables to measure traffic patterns on the website. We do not match this information to any personal information we hold about you.

In order to reduce errors in our database, authenticate our users, and prevent abuse of our system, we may on occasion supplement the Personal Information you submit to us with information from third-party sources. For example, we may supplement your contact information with address information provided by the Royal Mail such as a post code.

UPDATING YOUR PERSONAL INFORMATION AND PRIVACY PREFERENCES

Upon request Varilight Direct will provide you with information about whether we hold, or process on behalf of a third party, any of your personal information. To request this information please contact us at privacy@varilightdirect.co.uk.

If you have subscribed to emails then you have the right to access and correct your Personal Information and preferences at any time to unsubscribe. This may be accomplished by clicking on the link at the bottom of each email.

HOW YOUR PERSONAL INFORMATION IS USED

Varilight Direct collects your information in order to provide services to you, comply with our legal obligations, and to improve our products and services. We do not sell, rent or share your personally identifiable information to or with third parties.

The ways we may use this information include, but are not limited to:

- Registering your rights, if any, to technical support
- Responding to customer service requests, questions and concerns

If you have a trade account with Doyle & Tratt Products Ltd we may use your information to:

- Administer your account.
- Send you order / renewal confirmations.
- Send you requested product or service information.
- Process financial transactions.

If you subscribe to email notifications or other mailing lists we may use your information to:

- Keep you informed about our product range
- Administer promotions and competitions you enter and notify you of the results.
- Customize your experience, including targeting our services and offerings to you.

If you apply for employment with us we may use the information you provide to consider your application. If your application is unsuccessful we will keep the information for a limited period of time unless you request that we do not.

In certain situations, Varilight Direct may be required to disclose personal data in response to lawful requests by public authorities, including meeting national security or law enforcement requirements.

Where required by law (e.g., to comply with a court order, or legal process served on Varilight Direct), and when we believe that disclosure is necessary to protect our rights, avoid litigation, protect your safety or the safety of others, investigate fraud, and/or respond to a government request. We may also disclose information about you if we determine that such disclosure should be made for reasons of national security, law enforcement, or other issues of public importance.

INFORMATION SHARING WITH SERVICE PROVIDERS / AGENTS

Varilight Direct may share Personal Information with certain companies that perform services on our behalf. We only share the Personal Information which is necessary for them to perform those services. We require any company with which we may share Personal Information to protect that data in a manner consistent with this policy and to limit the use of such Personal Information to the performance of services for Varilight Direct, such as Roman Cart and Stripe which administer our shopping cart and payment gateway, or the courier company contracted to deliver your order.

We do not sell or otherwise provide Personal Information to other companies for the marketing of their own products or services.

DATA RETENTION

We will retain your information for as long as your account is active, your information is needed to provide you services, or as required to fulfil our legal obligations. If you wish to delete your account or request that we no longer use your information to provide you services contact us at privacy@varilightdirect.co.uk. We will respond to your request within 30 days. We will retain and use your information as necessary to comply with our legal obligations, as part of our commercial record keeping, to resolve disputes, and enforce our agreements.

CHOICE / OPT OUT

You may "opt out" of receiving Varilight Direct's email updates and/or newsletters by clicking the unsubscribe link at the bottom of an email and making the appropriate selections. The choice to opt out of such communications is also generally available during the sign-up process. Following sign-up, we will still send you emails to verify your opt-in including, but not limited to, a registration email, benefit notification emails and emails automatically triggered by actions you took on the website. Generally, you may not opt-out of these communications, which are not promotional in nature. If you wish not to receive them, you have the option of requesting that we remove you from our database.

PROTECTION OF YOUR PERSONAL INFORMATION

The Personal Information that you provide in connection with the use of the website is protected in several ways.

- Access by you to your ticket via the link that we send you by email or using the tracking ID we supply you and your email address.
- Your Personal Information resides on secure servers that only selected Varilight Direct personnel and contractors have access to via a password.
- Your Personal Information is encrypted whenever it is transmitted to Varilight Direct.

We strive to protect the Personal Information submitted to us, both during transmission and once we receive it. However, no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we take into account the sensitivity of the Personal Information we collect, process and store, and the current state of technology to use these measures protect your Personal Information, we cannot guarantee its absolute security.

If you have any questions about security on our website, you can send email to us at privacy@varilightdirect.co.uk.

COOKIE AND TRACKING TECHNOLOGIES

The website may automatically collect information as you browse, such as Internet Service Provider, browser type and version, operating system and device type, average time spent on our site(s), pages viewed, information accessed, the Internet Protocol (IP) address used

to connect your computer to the Internet and other relevant statistics. Such information is sometimes referred to as web analytics data.

Technologies such as: cookies, beacons, tags and scripts are used by Varilight Direct and our affiliates, analytics service providers to enhance site features and functionality. These technologies are used in analyzing trends, administering the site, tracking movements around the site and to gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis.

- A cookie is a small, unique text file that a website can send to your computer when you visit a site. We may use session cookies, which terminate when a user closes his or her browser, and/or persistent cookies, which remain on the user's computer until manually deleted. Most web browsers can either alert you to the use of cookies or refuse to accept cookies entirely. If you do not want us to deploy cookies to your browser, you can set your browser to reject cookies or to notify you when a website tries to put a cookie on your computer. Rejecting cookies may affect your ability to use the website.

You may choose to engage with us via social media and share information such as messages, photos and videos. Please note that we cannot control the actions of others with whom you may choose to share your pages and information. We do not take responsibility for any information you post to a public bulletin board or chat room, social media website or app. You may be able to remove such information by logging into the said website or application and removing the information or by contacting the appropriate third party application.

CHANGES IN PRIVACY POLICY

Varilight Direct reserves the right to amend this Privacy Policy from time to time at its sole discretion and will provide notice by email or on the home page of the website when we make material changes to this Privacy Policy prior to the change becoming effective. If as the result of such changes, you want to alter the ways in which Varilight Direct is allowed to use your Personal Information, you can do so by following the procedure described in the section entitled "[Updating Your Personal Information and Privacy Preferences.](#)"

You will be deemed to have been made aware of, and will be subject to, any material changes to the Privacy Policy after such notice has been posted. Notwithstanding changes to our Privacy Policy, we will not alter your stated preferences on how your personal information will be used to communicate with you, either by Varilight Direct or by third parties without your express consent. However, if Varilight Direct is acquired by or merged with another entity, Varilight Direct may provide to such entity customer information that is related to that part of our business that was sold to or merged with the other entity without your consent, but Varilight Direct will provide notice of such asset sales, acquisitions, or mergers on this website.

LINKS TO THIRD PARTY SITES

Our website includes links to other websites whose privacy practices may differ from those of Varilight Direct. If you submit personal information to any of those websites, your

information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

SOCIAL MEDIA WIDGETS

Our website may include Social Media Features, such as the Facebook “Like” button and Widgets, such as the Share this button or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our website. Your interactions with these Features are governed by the privacy policy of the company providing it.

MINORS

We do not intend to solicit or collect Personal Information from anyone under the age of 18. If you are under 18, do not enter information on this site or engage our services. If you believe a child of yours under the age of 18 has entered Personal Information please contact privacy@varilightdirect.co.uk to have the data removed.

PRIVACY COMPLAINTS

Individuals located in certain countries, including the European Economic Area, have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, you may have the right to request access to Information, as well as to seek to update, delete or correct this Information.

To the extent that Varilight Direct's processing of your Personal Data is subject to the EU General Data Protection Regulation, Varilight Direct relies on its legitimate interests, described above, to process your data. Where Varilight Direct processes certain Personal Data for Varilight Direct's own direct marketing purposes, you have a right to object to Varilight Direct's use of your Personal Data for this purpose at any time by clicking on the unsubscribe link on the email and opting out from receiving all further emails. You may also object to processing by emailing privacy@varilightdirect.co.uk.

Varilight Direct takes the privacy concerns of its customers and website visitors seriously. If you believe that Varilight Direct has not complied with this Privacy Policy with respect to your Personal Information, you may contact the Data Protection Officer at Doyle & Tratt Products Ltd, Carylls Lea, Faygate, West Sussex, RH12 4SJ, United Kingdom. In your letter please describe in as much detail as possible the ways in which you believe that the Varilight Direct Privacy Policy has not been complied with. We will investigate your complaint promptly.

If you have any questions about this Privacy Policy, the practices of this website, or your interactions with this website, you can contact our Data Protection Officer at privacy@varilightdirect.co.uk.