

# Privacy Policy

At Kingsland Auctions Services we want to provide you the best possible experience to ensure that you enjoy our service today as well as in the future. Our policy to respect your privacy regarding any information we may collect whilst you visit our website.

Kingsland Auctions Services processes the personal data of Users that visit our online platform and use our services that also include our Physical Auctions. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Please read this information carefully so that you understand how we process personal data and what your rights are.

If you wish to contact us about your privacy and our services, please send an email to [info@kingslandauctionservices.com](mailto:info@kingslandauctionservices.com) and detail and attach any evidence that you feel was sent to you in error or without permission, with any notes or information that you feel is applicable.

Please note this policy may change or be updated. So you should check this page to ensure that you are happy with any changes. This policy is effective from 1<sup>st</sup> February 2020.

## **INFORMATION DO WE HOLD ABOUT YOU?**

Information you give us:

We process data that we receive from you. For instance, when you register as a User or when you contact our office. We may collect the following information:

- Name, address and postcode.
- Contact information including email and phone number.
- Website.
- Demographic information such as preferences and interests

This information is required for us to contact you but also to act as verification. To obtain a copy of the information we hold about you, please email [info@kingslandauctionservices.com](mailto:info@kingslandauctionservices.com) or write to us at Kingsland Auction Services, Shirlheath, Kingsland, Leominster, Herefordshire HR6 9RL.

#### Account Information:

Online Auctions. If you wish to sell or buy through Kingsland Auction Services you have to create an account through our platform, i-Bidder, Bidspotter or the-saleroom.

Physical Auctions. If you wish to sell or buy through Kingsland Auctions Services you have to complete an entry form or register to bid to use our services.

#### Third Parties:

This includes information provided at the time of registering to use our site, registering to participate in live auctions, subscribing to our service or that of Third Parties bidding platforms;

[www.ibidder.com](http://www.ibidder.com), [www.bidspotter.co.uk](http://www.bidspotter.co.uk),  
[www.thesaleroom.com](http://www.thesaleroom.com), [www.bidspotter.eu](http://www.bidspotter.eu).

#### Communication Information:

When you contact our customer support team or when they contact you, we collect information about the reason of such contact and all information you provide over the phone or via email. This includes information we receive from others about you and/or the lots that you are selling or buying.

#### Verification Information:

If you wish to buy or sell lots, you may be asked for a scan or photograph of a valid proof of identification (government-issued photo ID). The information on your proof of identification, which clearly shows at least your full name, date of birth and ID (document) number, is required to verify your identity and help us to battle online fraud.

#### Other information:

We may ask you to provide us with feedback about our Service through an email or online survey. We greatly appreciate any feedback and will only process personal data (such as your email address or User ID) which may be collected by us or by our service provider for internal analytical purposes to enhance our Services.

### **WHAT DO WE DO WITH YOUR INFORMATION?**

First and foremost, we use your data to be able to fulfil our contractual obligations to you and to ensure that you receive the best possible service.

We use your data to enable you to access and use our online bidding platform and website. This includes payment features

When you purchase something from us, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.

We will also use your data to send you updates, payment requests, payment reminders and collection notes.

When you buy or sell lots at auction, other users may gain access to data such as your name, address, and telephone number. This may be necessary for the conclusion of the transaction, including arranging collection or delivery of items and to resolve any issues that may arise.

Your data also allows us to provide customer service over a variety of channels such as email and telephone. Again, this is to improve your experience when bidding with us.

The processing of your personal data also allows us to keep our internal administration in order and provide a better auction experience.

When you browse our website, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser, device and operating system. This information is used to display our platform in the most suitable way and improve your browsing and bidding experience.

Email marketing (if applicable): With your permission, we may send you emails about upcoming auctions, announcements and other updates.

It is of our legitimate interest to ensure that we offer a trusted and safe online platform and as such we may need to process and store your data to comply with legal obligations.

This includes processing data to;

- Prevent, trace and counter fraud or any other unlawful use of our services
- Register, mediate and resolve disputes
- Comply with record keeping regulations
- Comply with duties in the context of criminal or other investigations by competent authorities
- Enforce our Terms & Conditions

## **SECURITY**

We endeavour to ensure the security of our systems at all times and have measures in place to protect the loss, misuse and alteration of information

under our control. These security measures include firewalls, data backup procedures and where appropriate, encryption and secure internet transactions. Despite these measures no system that is accessible via the Internet is 100% secure. In the case of a security breach, we will react as fast as possible to resolve the issue and notify you straight away. We hold your data for a 6 year period, due to accounting and invoicing laws set out by the Government.

## **CONSENT**

How do you get my consent?

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we infer that you consent to our collecting it and using it for that specific reason only.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you. At any time you can withdraw your consent for the continued collection, use or disclosure of your information for marketing purposes, by email at [info@kingslandauctions.com](mailto:info@kingslandauctions.com) or by writing to Kingsland Auction Services, Shirlheath, Kingsland, Leominster, Herefordshire HR6 9RL.

## **DISCLOSURE**

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

Please know that we may need to retain certain information to comply with national law and regulations (for example to comply with applicable tax laws), to prevent and counter fraud, resolve any disputes and, to enforce our Terms and Conditions.

## **THIRD-PARTY SERVICES**

In general, the third-party providers used by us will only collect, use and

disclose your information to the extent necessary to allow them to perform the services they provide to us.

This includes information provided at the time of registering to use our site, registering to participate in live auctions, subscribing to our service or that of Third Parties bidding platforms;

[www.i-bidder.com](http://www.i-bidder.com), [www.bidspotter.co.uk](http://www.bidspotter.co.uk), [www.the-saleroom.com](http://www.the-saleroom.com), [www.bidspotter.eu](http://www.bidspotter.eu).

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located a different jurisdiction than either you or us. So if you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statement.

## **COOKIES**

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Kingsland Auction Services uses cookies to help us identify and track visitors, their usage of the Kingsland Auction Services website, and their website access preferences.

We use a third party product "Google Analytics", a web analytics service provided by Google, Inc. ("Google"), to help us analyse how our site is used. The information collected is anonymous and is statistical data about users' browsing actions and patterns. It is used to generate site web statistics and inform improvements to the website. In using Google Analytics, information

about your use of our site, including your IP address, operating system and browser type may be transmitted to, and stored by, Google. This information will be subject to Google's Privacy Policy. See [Google's Privacy Policy](#).

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Kingsland Auction Services visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using our website, with the drawback being that certain features of our website may not function properly without the aid of cookies.

## **STORAGE AND SECURITY OF DATA**

We always endeavour to ensure the security of our systems and have measures in place to protect the loss, misuse and alteration of information under our control. These security measures include firewalls, data backup procedures and where appropriate, encryption and secure internet transactions. Despite these measures no system that is accessible via the Internet is 100% secure. In the case of a security breach, we will react as fast as possible to resolve the issue and notify you straight away. We hold your data for a 6 year period, due to accounting and invoicing laws set out by the Government.

## **AGE OF CONSENT**

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

## **CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website.

If we make an amendment or supplement to this policy that significantly affects your rights, we will notify you by email that it has been updated, so

that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

## **QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information then you can contact us at [info@kingslandauctions.com](mailto:info@kingslandauctions.com) or write to us, our address is:

Kingsland Auction Services  
Shirlheath  
Kingsland  
Leominster  
Herefordshire  
HR6 9RL

Date. 1<sup>st</sup> February 2020.