

Privacy Policy

This privacy policy describes the personal data collected or generated (processed) when you engage with the CASH & ROCKET website. It also explains how your personal data is used, shared and protected, what choices you have relating to your personal data and how you can contact us.

What Personal Data Do We Collect and When?

We ask you for certain personal data to provide you with the products or services you request. For example, when you make purchases, contact our customer services, request to receive communications, participate in our events, or use our website.

This personal data includes your:

- * Contact details, including full name, email, telephone number, shipping and billing addresses;
- * personal details including gender, hometown, date of birth and purchase history;
- * payment or credit card information;
- * passport information, driver's license details

Why and How Do We Use Your Personal Data?

We use your personal data in the following ways:

- To Provide the Features of the Website and Services You Request

When you use our website, we will use your personal data to provide the requested product or service. For example, if you make a purchase on www.cashandrocket.com or participate in an event or promotion, we will use the contact information you give us to communicate with you about the purchase, event or promotion. If you contact our customer services, we will use information about you, such as delivery or payment information, or the product you have purchased to help you resolve a problem or question.

- To Communicate Information about our Products, Services, Events and for Other Promotional Purposes

When you consent, we will send you marketing communications and news concerning CASH & ROCKET's products, services, events and other promotions. You can opt-out at any time after you have given your consent.

If you are an existing customer of CASH & ROCKET (for example, if you have placed an order with us), we may use the contact details you provided to send you marketing communications about similar CASH & ROCKET products or services where permitted by applicable EU law (unless you have opted-out). In other cases, we ask for your consent to send you marketing information. We may use the information that you provide to us as well

as information from other CASH & ROCKET products or services – such as your use of CASH & ROCKET's website, your participation in CASH & ROCKET events and contests – to personalise communications on products and services that may be interesting for you.

- To Operate, Improve and Maintain our Business, Products and Services

We use the personal data you provide to us to operate our business. For example, when you make a purchase, we use that information for accounting, audits and other internal functions. We may use

personal data about how you use our products and services to enhance your user experience and to help us diagnose technical and service problems and administer our website.

- To Protect Our or Others' Rights, Property or Safety

We may also use your personal data about how you use our website to prevent or detect fraud, abuse, illegal use, violations of our Terms of Use, and to comply with court orders, governmental requests or applicable EU law.

- For General Research and Analysis Purposes

We use data about how our visitors use our website and services to understand customer behaviour or preferences. For example, we may use information about how visitors to Cashandrocket.com search for and find products to better understand the best ways to organise and present product offerings.

- Other Purposes

We may also use your personal data in other ways and will provide specific notice at the time of collection and obtain your consent where necessary.

- Legal Grounds

To process your personal data, we rely on certain legal grounds, depending on how you interact with our website.

– When you purchase CASH & ROCKET products from our website, we need your personal data to fulfil our contract with you. For example, we need your payment and contact details to deliver your order.

– We also rely on other legal grounds, such as our legitimate interests as a business, to comply with a legal obligation, or to protect your vital interests.

Sharing of Your Personal Data

CASH & ROCKET's Sharing

CASH & ROCKET shares your personal data with:

– CASH & ROCKET entities for the purposes and under the conditions outlined above.

– Third party service providers processing personal data on CASH & ROCKET's behalf, for example to process credit cards and payments, shipping and deliveries, host, manage and service our data, distribute emails, research and analysis, manage brand and product promotions as well as administering certain services and features. When using third party service providers we enter into agreements that require them to implement appropriate technical and organisational measures to protect your personal data.

– Other third parties to the extent necessary to: (i) comply with a government request, a court order or applicable law; (ii) prevent illegal uses of our website and Apps or violations of our website Terms of Use and our policies; (iii) defend ourselves against third party claims; and (iv) assist in fraud prevention or investigation (e.g., counterfeiting).

– To any other third party where you have provided your consent.

We may also transfer personal data we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganisation, spin-off, dissolution or liquidation).

Protection and Management of Your Personal Data

Encryption & Security

We use a variety of technical and organisational security measures, including encryption and authentication tools, to maintain the safety of your personal data.

Retention of your Personal Data

Your personal information will be retained for as long as is necessary to carry out the purposes set out in this privacy policy (unless a longer retention period is required by applicable law). In general, this means that we will keep your personal data for as long as you are a customer of CASH & ROCKET. For personal data related to product purchases, we retain this longer to comply with legal obligations (such as tax and sales laws and for warranty purposes).

Your Rights Relating to Your Personal Data

You have the right to request: (i) access to your personal data; (ii) an electronic copy of your personal data (portability); (iii) correction of your personal data if it is incomplete or inaccurate; or (iv) deletion or restriction of your personal data in certain circumstances provided by applicable law. These rights are not absolute. Where we have obtained your consent for the processing of your personal data, you have the right to withdraw your consent at any time. If you like would to request a copy of your personal data or exercise any of your other rights, please contact us at info@cashandrocket.com or call +44 (0) 207 389 6829.

Opting Out of Direct Marketing

You can opt-out by modifying your email subscription by clicking on the unsubscribe link or following the opt-out instructions included in the message. Alternatively, you can contact us via info@cashandrocket.com

Changes to Our Privacy Policy

Applicable law and our practices change over time. If we decide to update our privacy policy, we will post the changes on our website. If we materially change the way in which we process your personal data, we will provide you with prior notice, or where legally required, request your consent prior to implementing such changes. We strongly encourage you to read our privacy policy and keep yourself informed of our practices. This privacy policy was last modified in May 2019.

Questions and Feedback

We welcome questions, comments, and concerns about our privacy policy and privacy practices.

If you wish to provide feedback or if you have questions or concerns or wish to exercise your rights related to your personal data, please contact Customer Services:

Cash & Rocket Holdings Ltd | 20 Buckingham Street | London, WC@N 6EF | United Kingdom

You may also send us an email at info@cashandrocket.com

If you contact us with a privacy complaint it will be assessed with the aim of resolving the issue in a timely and effective manner. You also have the right to lodge a complaint with the relevant supervisory authority in the country in which you reside.

What is a cookie?

A cookie is a small file made up of letters and numbers that is downloaded onto a device when a person visits a website. These cookies are used to improve your experience, for example we will use the information to:

- Measure how many people use our website to keep it running quickly and efficiently
- Analyse how people use the site so we can make sure we provide the best possible service for our customers

Cookies cannot be used to:

- Extract information from your device

Types of cookies

There are a number of different types of cookies; session cookies, persistent cookies, first party cookies and third party cookies.

- **Session cookies:** These cookies link your actions on a website to our data system and are used for a number of reasons such as remembering what you've put into your shopping basket while browsing the site. The session cookies expire as soon as the browser is closed so no information is stored permanently.
- **Persistent cookies:** These cookies remember your preferences or actions across a website and help us to provide you with information that is relevant to you in the future. The information collected can be used to track actions across multiple browser sessions and may be used to make advertising more relevant to you.
- **First party cookies:** These cookies are set and handled directly by Cash & Rocket, they cannot be accessed or read by any other website.
- **Third party cookies:** These are cookies that we have given a separate website permission to use on Cash & Rocket, these allow the separate website to record certain actions you take on Cash & Rocket.

We further differentiate cookies by whether they are essential, required or optional.

Essential:

Essential cookies are required for the site to function. These cannot be disabled, as they would seriously compromise the site's performance. For example, a session cookie that keeps a note of whether you are logged in is essential.

Required:

Required cookies are different from essential cookies because the site would still function if they were removed. We class our analytics cookies as required because they allow us to use anonymous traffic data to improve how the site functions.

Optional cookies:

These cookies are used to enable functions that are not essential, and not required. For example, cookies used to track “likes” and tweets are considered optional. You can choose not to accept optional cookies by clicking the “Do not accept cookies” button in the Optional Cookies Preferences below.

What cookies does Cash & Rocket use?

Functional

CASH & ROCKET uses a cookie that is set when you click “I understand” for our cookie policy widget to ensure you no longer see this on the site.

The name of this Functional cookie is:

- cookie-policy

Cash & Rocket uses a cookie that is automatically set by our server to assign you a unique visitor ID, this collects no personal information and provides all other session based functionality on the site.

The name of this Functional cookie is:

- PHPSESSID

This cookie is essential.

CASH & ROCKET uses a cookie that is set when you add something to your wishlists, it retains information about what product did you add and helps remembering the products each time you logg onto the website.

- tinv_wishlistkey
- woocommerce_cart_hash
- woocommerce_items_in_cart
- yith_wcms_checkout_current_step
- yith_wcms_checkout_form

WordPress is the CMS used for the CASH & ROCKET website, also Woocommerce is the plugin used to sell products on the website, these two create a series of cookies necessary for the website to function. These cookies do not track personal information or store anything specific to the visitor of the website.

Third Party

All third party cookies used by the website can be opted out by a website user. This is done on the initial cookie notice, which will disable the following cookies:

- LPVisitorID
- LPVID
- LPSessionID
- LPSID-[id]
- optimizelyBuckets
- optimizelyEndUserId

- optimizelySegments

By rejecting the use of third party cookies, Live Chat and additional tracking/split testing features will be disabled. To re-enable these features after rejecting third party cookies, clearing all saved cookies and allowing the use of third party cookies will enable the disabled services.

Analytical

Analytical cookies are used to measure site performance such as number of visitors, number of purchases and number of errors.

Specifically we use these to:

- Gather anonymous statistics on how our website is used
- Help us to identify any errors that may occur

We do not use these to:

- Advertise products or services to you

The names of these analytical cookies are:

_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Used to throttle request rate. If Google Analytics is deployed via Google Tag Manager, this cookie is used to identify the user's session id>.
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service or an error retrieving a Client ID from AMP Client ID service.
gac<property-id>	90 days	Contains campaign related information for the user. If you have linked your Google Analytics account to your Google Adwords account, conversion tags will read this cookie unless you opt-out. Learn more.

How to control cookies

Altering your cookie settings is a relatively simple task however, the process does differ between browsers. Here's how to access your cookie settings in the most popular browsers.

Google Chrome:

1. Click on the Tools menu and select Options.
2. Click the Under the Bonnet tab and look for the Privacy section.
3. Choose the Cookie settings tab.
4. From here you can change your settings as you see fit.

Internet Explorer 11 & Microsoft Edge:

1. Choose Tools and then Internet Options.
2. Click the Privacy tab.

3. From here you can change your settings as you see fit.
4. (For specialised cookie settings, click on Advanced, click the Override cookies handling button and change your settings)

Mozilla Firefox:

1. Click on Tools and then Options.
2. Select Privacy.
3. Select Cookies.
4. From here you can change your settings as you see fit.

Opera:

1. Go to Tools in main menu.
2. Go to Preferences at the bottom of the File menu (or press Alt+P to access them directly).
3. Click Privacy.
4. From here you can change your settings as you see fit.

Safari:

1. Choose Preferences from the Safari menu.
2. Select the Security icon.
3. Cookie settings will appear in the window.
4. From here you can change your settings as you see fit.

How to delete cookies

Deleting your cookie settings is also relatively easy but the process does differ between browsers. Here's how to delete cookies in the most popular browsers.

Google Chrome:

1. Click on the Tools menu and select Options.
2. Click the Under the Bonnet tab and look for the Privacy section.
3. Click Clear browsing data.
4. Select Delete cookies and other site data to delete all cookies from the list.
5. Select Clear browsing history to delete traces of which websites you've visited.
6. Select Clear download history to delete records of which files and programs you've downloaded.
7. Select Empty the cache to delete cached websites.

Internet Explorer 11 & Microsoft Edge:

1. Choose Tools.

2. Click Delete browsing history.
3. Tick the Cookies box and click Delete.

Internet Explorer 9:

1. Choose Tools and then Safety.
2. Click Delete browsing history.
3. Tick the Cookies box and click Delete.

Internet Explorer 8:

1. Choose Safety on the command bar.
2. Click Delete browsing history.
3. Tick the Cookies box and click Delete.

Mozilla Firefox:

1. Click on Tools and then Options.
2. Select Privacy.
3. Select Show Cookies.
4. To remove a single cookie highlight it and click Remove cookies.
5. To remove all cookies click Remove all cookies.

Opera:

1. Go to Tools in main menu.
2. Click Delete private data.

Safari:

1. Choose Preferences from the Safari menu.
2. Select the Security icon.
3. Click Show cookies.
4. Select the cookies that you want to delete.
5. Click Delete.