

EASTSIDE CO

Eastside Co. Privacy Policy

1. Introduction

Eastside Co. is committed to protecting your privacy. This policy document explains how we use your personal data, including how and when we collect it, what we do with your data, and your rights under data privacy legislation, notably the General Data Protection Regulations (GDPR)

2. This privacy policy applies to you, the User of the Eastside Co website and / or Eastside Co Shopify Apps.

3. Contact Information

- a. Data Controller, Eastside Co., 305 Zellig, The Custard Factory, Digbeth, Birmingham B9 4AA
- b. Data Protection Officer, Eastside Co., 305 Zellig, The Custard Factory, Digbeth, Birmingham B9 4AA

4. Terms used in this document

'we', 'us', 'our' means Eastside Co.

'the website', 'our website' refers to www.eastsideco.com

'Now Back In Stock', 'the app' refers to the Now Back In Stock app for Shopify stores, available via the Shopify App store

'you', 'your' means anyone using our website, our clients and their customers where applicable, prospective clients, suppliers or employees, or anyone interacting with Eastside Co.

'including' means including without limitation

Personal Data means any data that can directly identify an individual person, or indirectly identify them when combined with data from other sources.

Sensitive Personal Data includes any information about medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, sexuality.

Data Subject refers to any identified or identifiable natural person.

Processing refers to any activity that uses Personal Data

Pseudonymisation is a method of processing Personal Data so that it can no longer be attributed to or used to identify a natural person, without the use of additional information, provided that the additional information is kept separate from pseudonymised information.

Data Controller refers to the person or organisation who determines the purposes for which personal data is processed, and the manner in which that processing is carried out.

Data Processor refers to the person(s) or organisation(s) who processes personal data on behalf of the controller.

Third Party means any person(s) or organisation(s), other than the Data Subject, the Data Controller or the Data Processor who, under the director authority of the Data Controller or Data Processor, is authorised to process Personal Data.

Consent refers to the clear, express and unambiguous permission from the Data Subject to collect and process their Personal Data.

Lawful Basis refers to the legal reasons for processing Personal Data

5. Other websites

Our website contains links to external third party websites. This privacy policy applies only to our website www.eastsideco.com. When you follow any links from our website to a third party website, their own privacy policy will apply.

6. Your rights in relation to your personal data

Under the GDPR, you have the right to full access to the Personal Data we hold about you. You have the right to be informed about how your Personal Data may be collected, used or disclosed by us, and you have the right to have your Personal Data corrected or removed. You may also withdraw your consent to the collection and processing of your data.

We will complete your request for access, correction or removal of your Personal Data within one calendar month of receiving your initial request and on receipt of all required information from you.

Subject to certain legal, statutory or regulatory limitations, you will be provided with reasonable access to your Personal Data, and will be entitled to request that it is amended, corrected or removed as appropriate.

a. Subject access request

Under the GDPR you have a right to access your Personal Data. If you wish to have a copy of the information we hold about you, please email us at privacy@eastsideco.com or write to us at 202 Zellig, the Custard Factory, Gibb Street, Birmingham B9 4AA

b. Right to request rectification or correction

If you wish to have any of your Personal Data held by us corrected or rectified, you can email us at privacy@eastsideco.com or write to us at 202 Zellig, the Custard Factory, Gibb Street, Birmingham B9 4AA

c. Right to be forgotten

If you wish to have your Personal Data removed from our records, you will need to email us at privacy@eastsideco.com or write to us at 202 Zellig, the Custard Factory, Gibb Street, Birmingham B9 4AA.

We may request further information from you to verify your identity and for the purposes of avoiding fraudulent requests.

Where your right to have your Personal Data removed is restricted by legal, statutory or regulatory obligations, we will notify you of this when we confirm that your Personal Data has been removed.

d. Right to portability

You have the right to request a copy of the Personal Data we hold about you to be

provided to you in a structured, machine readable format, and to request that we transfer your Personal Data to another Controller if technically possible.

e. Right to object

You have the right to object to your Personal Data being collected or processed by us. When we receive a request from you to stop collecting or processing your Personal Data, we will do so immediately. Objections to data collection or processing may impact or limit the services we are able to deliver to you.

f. Right to withdraw consent to processing

You have the right to withdraw your consent to your Personal Data being processed by us. When we receive a request from you to stop processing your Personal Data, we will do so immediately. Objections to data processing may impact or limit the services we are able to deliver to you.

7. Lawfulness of Processing

Eastside Co. processes data under the lawful bases as defined set out in Article 6 of the GDPR. Our lawful bases for processing are:

- a. Consent, where you have expressly requested that we process your Personal Data for the purposes of interacting with Eastside Co., including website enquiries and other website interactions, sales and marketing interactions, competitions, events, and other activities
- b. Contract, where processing is necessary for the performance of a contract which the Data Subject has entered into with Eastside Co. These contracts include the provision of design, development and marketing services, and the provision of Shopify Apps acquired through the Shopify App Store.
- c. Legitimate business interests, including for example for the purposes of delivering services, or where an historic or previous business relationship or interaction exists, where you are currently interacting with Eastside Co. for sales and marketing purposes, or for any other reason of legitimate business interests
- d. Legal requirements, where there is a need to process certain Personal Data in order to comply with a legal obligation (for example, including employment applications or employment contracts, payroll information, and any other process as required by law).

8. Data Collected

When you install Now Back In Stock, we are able to access various types of data about your Shopify store and its associated account:

- a. Information about your store, including location, general settings, store name etc.
- b. Information about your products, stock levels, product variants, images and other information required to provide the services requested by your customers who request stock updates via the app.

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- c. Information about your customers' orders, including products purchased, cart information and product transactions
- d. Information about your store's structure, including theme, files, pages and any additional codes or scripts.

In addition we collect information about the individuals who visit your store and request back in stock notifications through the Now Back In Stock app:

- e. Email address, mobile phone number (for SMS alerts) and browser information (for push notifications)
- f. Marketing consent

9. Third Party Integrations

To provide the services offered through the Now Back In Stock App, we provide integrations with third party software providers. Each has its own privacy policy and is compliant with GDPR requirements. Eastside Co is not responsible for the privacy policies of these third party providers. You can find more information about the privacy policies of these third parties on their own respective websites:

Email notifications:

- a. Mailchimp <https://mailchimp.com/legal/privacy/>
- b. Dotmailer <https://www.dotmailer.com/terms/privacy-policy/>

SMS notifications:

- c. Twilio <https://www.twilio.com/legal/privacy>

Push notifications:

- d. PushOwl <https://pushowl.com/privacy>

10. Information we collect about you

Eastside Co. collects information about you when you interact with us, including through our website, by telephone, by mail, through social media, and registering for or attending events. We may also collect information provided by you when you complete surveys, questionnaires or competition entries.

We may collect any information provided by you in any correspondence, including email, post or telephone communications.

When you install one of our Shopify Apps we may collect your name, email address, geolocation and Shopify store name, as well as information about your chosen app plan.

When you register to attend an event run by Eastside Co. or in association with one of its partners, we may collect your name, email address, job title, company name and company website. We may also collect Sensitive Personal Data such as disability information, medical conditions or other special requirements that we need to facilitate your attendance.

When you become a supplier to Eastside Co. of goods and services, we may collect Personal Data, including name, email address and telephone number, as well as your company name, website address and other information relevant to the contract.

11. How we use your information

Eastside Co. does not sell your Personal Data.

We will only use your Personal Data for the following reasons:

- a. To improve our products and services
- b. To personalise your experience of using our website
- c. To contact you in relation to the products and services we have agreed to provide to you
- d. To contact you with marketing offers and promotions that we believe may be of interest to you and relevant to your interactions with us. If you no longer wish to receive marketing information from Eastside Co., you can unsubscribe from these emails by following the unsubscribe and manage preferences link included at the bottom of each email
- e. To contact you with information about digital marketing, including industry news and updates, event invitations, news updates or any other information we believe you may be interested in.

12. Who we might share your information with

When you become a client of Eastside Co., whether for design, website development or digital marketing services, or when you install one of our Shopify Apps, we may be required to pass your information to third party service providers, agents, subcontractors or other organisations associated with Eastside Co. solely for the purpose of providing the services requested by you. In these circumstances we only pass on the information required to carry out those services, and we require those third parties to keep your Personal Data secure, and to not use your Personal Data for any purpose other than those stated in our instructions to and agreements with them.

We may also share your Personal Data with other organisations in order to comply with our legal obligations. This includes passing your Personal Data to regulatory authorities to comply with any legal or regulatory issues and disclosures.

13. Cookies

A cookie is a small piece of data sent to your computer or device through your browser, which may then be stored by your browser. Cookies allow Eastside Co. to recognise your computer or device while you are using our website, and can be used to improve and personalise your experience of using our website. They also allow us to provide more efficient online experiences by speeding up log in processes and preserving information between browsing sessions, for example pre-populating forms with information provided during a previous browsing session.

You can control how Cookies are stored on your computer or device through your browser settings at any time. If you decide to disable cookies, you may not be able to access some personalised functionality of our website.

To find out more about Cookies visit <http://www.allaboutcookies.org/>

14. How we protect your data

As the Data Controller, Eastside Co. has implemented technical and organisational measures to ensure the most complete protection of Personal Data processed through its website.

However, the security of data transmissions over the internet cannot be guaranteed. You are therefore free to transfer personal data to us using alternative means.

15. How long we keep your data

We will keep your Personal Data throughout your relationship with us. We will regularly review the Personal Data held to ensure it is accurate, correct and up to date.

We store your data for a period of 2 years. This allows us to ensure that our services to you have been fulfilled, and that our obligations to any legal, statutory, regulatory or other requirements can be met.

We may need to store your data for longer periods where there are legal, statutory or regulatory requirements to do so.

16. Changes to this privacy policy

Eastside Co. reserves the right to modify, supplement, update or amend this policy at its discretion at any time. We will review our privacy policy periodically to ensure that it provides the most up to date information about how we collect, process and store you information.

Where there are material changes to this privacy policy, we will publish the updates via our blog and will always provide a link to the new version of the privacy policy.

17. How to contact us

For any questions about our privacy policy, or about the information we hold about you, please contact us:

- a. By email: privacy@eastsideco.com
- b. In writing: Eastside Co., 305 Zellig, the Custard Factory, Gibb Street, Birmingham B9 4AA.