

Privacy policy

Welcome to the Purple Nyx privacy notice and cookies policy.

We respect your privacy and we are committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data when you visit our website and tell you about your privacy rights and how the law protects you.

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide when you contact us via the "Contact" form

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It is important that you read this privacy notice so that you are fully aware of how and why we are using your data.

How we store your data

Our company website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to promote our services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Controller

Purple Nyx Limited is the controller and responsible for your personal data.

Contact Details

www.purplenyx.com

Purple Nyx Limited is a company registered in England and Wales. Our company registration number is 14303266

124 CITY ROAD LONDON
EC1V 2NX
UNITED KINGDOM

You can contact us by emailing us at contact@purplenyx.com

We are based in the UK, and our operating hours are 9:00am to 17:30pm (GMT) Monday to Friday (excluding Bank/Public holidays).

Changes to the privacy notice and your duty to inform us of changes

We may make changes to this Policy and therefore it is important that you read this policy each time you use our site.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

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 data about you. 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.

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this site and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regard to their own privacy and personal details. This site nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This site may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

This site and its owners through their social media platform accounts may share web links to relevant web pages.

The Data We Collect About You

Personal data, or personal information, means any information about an individual from which that person 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 including: Identity Data includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.

Contact Data includes billing address, home and/or contact address, email address and telephone numbers.

Transaction Data includes details about payments to and from you, details of your education where you request our services and details about you when you register to use our site.

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, your interests, 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 and our third parties and your communication preferences.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not

considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. length of visits to certain pages, page interaction information However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

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). Nor do we collect any information about criminal convictions and offences.

How Is Your Personal Data Collected?

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

Direct interactions. You may give us your Identity and Contact Data by filling in forms on our site or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- request our services (whether paid or free);
- request information from us;
- create an account on our website;
- request marketing to be sent to you;
- enter a promotion or survey;
- give us some feedback.
- Automated technologies or interactions. As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.

We will only use your personal data when the law allows us to.

Most commonly, we collect such Non-personal and Personal Information for the following purposes:

Where we need to perform the contract, we are about to enter into or have entered into with you.

To provide you with the information, products and services that you request from the website.

To provide our Users with ongoing customer assistance if required

To be able to contact our Visitors and Users with general or personalized product-related notices and promotional messages;

To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which may use to provide and improve our respective services;

To comply with any applicable laws and regulations.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by Contacting us.

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 services). In this case, we may not be able to commence our services for, but we will notify you if this is the case at the time.

Data Retention

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

In some circumstances you can ask us to delete your data.

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.

If you would like to: access, correct, amend or delete any personal information (customer data file) we have about you, you are invited to contact us at contact@purplenyx.com

This does not include any data we are obliged to keep for administrative, legal, or security purposes.

How we may contact you

We may contact you to notify you regarding our services, to poll your opinions through surveys or questionnaires, to send updates about our company, or as otherwise necessary to contact you regarding any agreement we have with you, or applicable national laws, For these purposes we may contact you via email, telephone, text messages, and postal mail.

How we use cookies and other tracking tools

Wix uses cookies for important reasons,

- To provide a great experience for our visitors and customers.
- To identify registered members (users who registered to your site).
- To monitor and analyse the performance, operation and effectiveness of Wix's platform.
- To ensure our platform is secure and safe to use.

When a site visitor first enters our website, only essential cookies and scripts are loaded. In order to use other types of cookies and scripts (e.g., Functional, Advertising, Analytics), we request your visitor consent. Visitors can either approve all cookie types by simply clicking **Accept**, or **Decline** non-essential cookies

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.