

Wise Fish Media Ltd Privacy Policy

This document sets out the Privacy Policy of Wise Fish Media Ltd.

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Our Commitment

At Wise Fish Media, we are committed to maintaining the trust and confidence of our visitors to our web site. We want you to know that Wise Fish Media will not sell, rent or trade your personal data with other companies and businesses for marketing purposes. In this Privacy Policy, we've provided information on how we collect and use your personal data. For general use of this web site, there is no need to provide any personal data.

Privacy Policy Updates

Changes to this Privacy Policy can be made at any time. We encourage you, from time to time, to come back and read this policy for any changes that may have occurred since your last visit. The current last modified date for this Policy is 16th May 2018.

Data Collection Summary

The following data is collected during your use of this web site:

Analytics

Data: Cookies and anonymous usage data to improve the web site.

Services: Google Analytics, Google Adwords Conversion Tracking, Facebook Ads Conversion Tracking, Internal Affiliate Sales Tracking.

Marketing and Re-Targeting

Data: Cookies, email, name and address

Services: Mailchimp

Contact Forms

Data: Email Address, Name, Phone (optional)

Services: SendGrid, used for contacting Wise Fish Media Ltd.

Registration

Data: Email, Name, Address, Phone, Date of Birth (optional)

Services: Registration, Login, Checkout

Payments

Data: Payment Information

Services: Stripe

Advertising

Data: Cookies and anonymous usage data

Services: Google Adsense, Skimlinks

Privacy Policy Detail

Location

The data is processed at our registered address, at our server locations in Enfield and Welwyn Garden City, at our fulfilment house, KP Spares, Redditch and in other locations where data processors and co-controllers are located.

Information You Have Provided to Us

The information we hold that has been provided by you to us is usually in the form of your email address, name, home address, phone number, date of birth, payment details etc.

Information Automatically Collected About You

This includes information that is automatically stored and used by session tools such as cookies, this can include items such as your IP address, browser type and version, browser plugins, computer information such as screen resolution, operating system, device used, general location such as country. We track your movements across the website including pages visited, entry and exit points, time on site etc. This information is used to improve the web site and services that we offer. This information is collected anonymously.

How Your Data is Used

This information is stored to enable you to access the web site again to check your orders, order history, order progress, your photo uploads, catch reports, correspondence with us, enable your customer reviews, recommended product lists, best sellers.

Your email address, with your consent, will be used for promotional emails offering special promotions, news updates, surveys, competitions and to make sure you are happy with the products and services we have provided.

Your email address will be used to communicate transaction emails such as order confirmations, status, delivery notes and any other communication related to an order. Your information will be used when you enter into any form of communication with us via any of our communication channels. This information is stored to enable us to respond to that correspondence and follow up.

Your personal data will be used to supply you with any service you have requested by using this web site.

We will not sell your personal details, they will only be used by Wise Fish Media Ltd and its data processor partners for exclusive Wise Fish Media Ltd use.

Your Data Protection

- Processing of your data is fair, transparent and must have lawful grounds. We will always make sure we have a reason to use your personal data, for the purpose intended and the consent you gave.
- Processing of minimal data. We will ensure that we only gather and process the minimum amount of personal data required to facilitate your use of the web site.
- Retention of data. Your personal data is kept for the minimum time necessary to provide the services you have requested and provided consent for.
- Ensure the accuracy, integrity and confidentiality of data. We will take all reasonable precautions to prevent unauthorised access, disclosure, modification or destruction of the personal data we hold. We will take reasonable measures to keep the personal data you provide, up to date.

Your Rights

- You have the right to know whether your information is being processed, the data that has/is being gathered and where it was obtained from. You also have the right to access this data that we hold about you, including a copy of such data.
- You have the right to change your data to correct or delete inaccuracies. You also have the right to have your personal data erased from our records.
- You have a right to restrict or object to the processing of your personal data. Under certain circumstances you can ask us to modify the use of your personal data so that it is not used for processes you don't want it to be used for. For example, removing your personal data from a mailing list or mailing list segment where applicable.
- You have the right to move your data from one processor to another. Where feasibly possible your data can be moved to another processor or provided to you in a useable format.
- You have the right to withdraw your consent for the use of your personal data.
- If you wish to use your rights for any of the above, please contact our Data Protection Officer here, who will be able to help you.
- Please note, that if you are ever unsatisfied with the way we have handled a data request, please do make contact with us further so we can help you. If you feel that after several attempts you have still not had a satisfactory outcome, you can contact the Information Commissioner's Office directly.

Security

We use safe, secure protocols for protecting your data, communications and transferring data. The web site has a secure certificate (HTTPS) issued by the Certificate Authority, Let's Encrypt, San Francisco, United States. Our processing partners operate similar secure protocols to ensure that your data is as secure as possible.

Whilst we try our best, we cannot guarantee the safety of your personal information. In the case of any security breach, we will notify you and relevant authorities as to the nature of the breach.

We would remind all users that you should keep your own username and password secure and secret.

Wise Fish Media Ltd uses the payment platform Stripe for online transactions. Stripe has been audited by a PCI-certified auditor and is certified to PCI Service Provider Level 1, this is the most stringent level of certification available in the payments industry. They offer best in class security protocols and practices. Stripe uses HTTPS for all services using TLS (SSL). Card numbers are encrypted with AES-256 and Stripe also uses two PGP keys to encrypt communications with Stripe. For more information on Stripe security, [click here](#).

Detailed Data Collection Information

Analytics

Google Analytics

Data Collected: Cookies and Usage Data

Privacy Policy: [Google Privacy Policy – Google Opt Out](#)

Summary: Google Analytics is a web service provided by Google Inc. (United States of America) which uses JavaScript and Cookies to collect data relating to your visits of this web site. The data that is collected is anonymous and is not cross linked with any personal data. The data is aggregated to allow Wise Fish Media Ltd to analyse visitor trends, page popularity, conversions and other statistical data that is used to enhance your experience of the web site.

Google Adwords Conversion Tracking

Data Collected: Cookies and Usage Data

Privacy Policy: [Google Privacy Policy](#)

Summary: Google Adwords Conversion Tracking records traffic that is sent from Google advertisements such as Google Shopping, Search Traffic and Traffic sent from third party web sites using the Google AdSense Platform. This data is used to track conversions of sales from these adverts once the user has completed the checkout process.

Facebook Ads Conversion Tracking

Data Collected: Cookies and Usage Data

Privacy Policy: [Facebook Privacy Policy](#)

Summary: Facebook Ads Conversion Tracking records the traffic that is sent from Facebook (and other sources) to this web site from the Facebook Advertising Network. This data is used to track conversions of sales from these adverts once the user has completed the checkout process.

Internal Affiliate Tracking

Data Collected: Cookies and Usage Data

Summary: Internal Affiliate Tracking is run in house, by Wise Fish Media Ltd to track conversions from sales relating to links posted by Affiliate Partners. Affiliate Partner Links can be followed from third party resources such as web sites, social media platforms etc. Please be sure to read the Privacy Policy of each of these resources individually to see how they will use your data.

Marketing and Re-Targeting

Mailchimp

Data Collected: Cookies, email, name and address

Privacy Policy: Mailchimp Privacy Policy

Summary: Mailchimp is used for marketing activities such as sending Newsletters to visitors who have opted in to do so. It is also used for processing data via orders through the web site, this could include transactional emails, follow up emails, using your email address to send you targeted advertising on other web sites you use, sending you emails relating to orders you have not completed.

Contact Forms and Transactional Emails

Contact Forms

Data Used: Email Address, Name, Phone Number

Summary: When you send us an email using the contact form, we will store your personal data in order to reply back to your message and to continue processing your requests. We keep hold of this data for a set period of time so that we can refer back to the correspondence if we need to if you contact us again at a later date. We also keep correspondence to improve your service and products.

SendGrid

Data Used: Email Address

Privacy Policy: Sendgrid Privacy Policy

Summary: When we send you a transaction email such as an order received notice, order shipped notice, automated responses etc. These emails will be routed via the SMTP cloud provider, SendGrid. SendGrid is a whitelisted, SMTP provider that ensures that our email delivery is reliable and you get transactional emails with minimum disruption from junk/spam filters and other blocks to these important emails.

Registration

Registration on any of our Wise Fish Media web sites will collect your email, name, address, phone and optionally your date of birth. This data is used for registration on the web site allowing you to login in and process and use services you have requested to use. This may include items such as placing an order, viewing order details, updating your contact details, using the checkout process, uploading catch reports, writing reviews, commenting on posts and other uses of the web site that requires a login.

Payments

Stripe

Data Collected: Card Details, Full Name, Shipping and Billing Address

Privacy Policy: Stripe Privacy Policy

Summary: Stripe is used as our main Payments Provider. It is fully PCI DSS Compliant, this service is used so that at no stage of the order process online does Wise Fish Media Ltd have access to your full payment information. Stripe uses your personal details to process and authorise payments for any services you have requested.

Advertising

Google Adsense and Skimlinks

Data Collected: Cookies

Summary: These companies may use information (not including your name, address email address or telephone number) about your visits to this and other Web sites in order to provide advertisements about goods and services of interest to you. If you would like more information about this practice and to know your choices about not having this information used by these companies, click www.networkadvertising.org

Other Partners

Nimbus Hosting Ltd, United Kingdom. Web site hosting services, storage of web site files and databases relating to the web site. This database holds all order details and registration details so that orders can be processed and you can login to your account to order new items, amend your details or use other web site services such as writing reviews, uploading catches and commenting on articles or forum threads.

Contact Information

Data Controller: Wise Fish Media Ltd. Registered in the United Kingdom - Email: Contact Us