

# privacy policy, cookies & your browsing experience

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## Diva Design Studio Privacy Policy

This privacy policy sets out how Diva Design Studio uses and protects any information that you give Diva Design Studio when you use this website, when you contact us by telephone, or when you visit us or purchase from us in our physical shop.

Diva Design Studio is 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, or in an email or over the phone, or in person, you can be assured that it will only be used in accordance with this privacy statement.

Diva Design Studio may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from May 2012.

### What information we collect

We may collect the following information:

- name
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

### What do we do with the information we collect

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

## Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online, over the telephone or in person. Our website uses a Secure Server to process your purchase information through to Paypal to take your card payment. In our physical shop our card machine is connected to and governed by our bank and all the associated security that lies with this.

## Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

### How we use cookies

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. We will be using Google Analytics to collate this information.

<http://www.google.com/intl/en/policies/privacy/>

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.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

If you would like more information about cookies and how to manage them then please visit <http://www.aboutcookies.org> and if you would like to disable cookies completely then please visit <http://www.allaboutcookies.org/manage-cookies> where you will find a list of browsers available, choose your particular browser in order to adjust your settings.

## Cookie Audit

We have carried out a cookie audit on our website [divadesignstudio.co.uk](http://divadesignstudio.co.uk) and the following is a list of the cookies used when you browse our website:

Name	Cookie	Description
<a href="http://Google.com">Google.com</a>	_utma _utmb _utmc _utmz	These are all cookies used by Google, they provide us with anonymous data about the use of the website. The data collected is part of our marketing. This information helps us to improve our website.
<a href="http://Wordpress.com">Wordpress.com</a>	wordpress_ wordpress_log ged_in wordpress_tes t_cookie wp-settings-5 wp-settings- time-5	Our website is built using Wordpress and these cookies ensure that the website works correctly. We use a variety of Wordpress widgets on our website and you will see information about these below.
	dc_jqaccordio n_widget-3	This cookie ensures that the shop navigation on the website displays correctly and remembers which page of the shop you are on.
<a href="http://Mailchimp.com">Mailchimp.com</a>	_AVESTA_EN VIRONMENT	Mailchimp is the programme that we use to provide newsletters and mail outs. Unless you click the 'sign up' button on our website and complete the sign up process we will NOT have your email address.
Website server	PHPSESSID	This is a cookie that is set by our server. This enables our website to display and work correctly. Our website would struggle to work without it.

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Google | <http://www.google.co.uk/policies/privacy/> Google Analytics is the core of our business, even more so than other websites as we provide SEO and Internet marketing services. If we can't see what you do and how you do it on our website then we are unable to carry out our work. However, as stated before, this information is anonymous, we don't know who you are.

Mailchimp | <http://mailchimp.com/legal/privacy/> By using Mailchimp we are able to see how many people clicked a link on a newsletter, it will also tell us who clicked these links. However, by signing up to our newsletter you are providing your personal information i.e. your email address so we are not gathering information about you illegally.

Facebook integration | <https://www.facebook.com/about/privacy/your-info-on-other#socialplugin> we have a link to our Facebook page. This doesn't generate a cookie but in the interest of clarity our Facebook statistics will show that a visitor (that's you) has come to our Facebook page from our website. We have no idea who you are, just that you clicked to join us.

Twitter Integration | <https://twitter.com/privacy> this is the same theory as our Facebook integration, it just means we know you looked at our Twitter profile by clicking through from our website.

Akismet | <http://automattic.com/privacy/> is a spam blocker to stop people/companies from placing spam url's onto our website. It doesn't use cookies to run.

Contact Form 7 | <http://contactform7.com/> this is widget we use to provide a contact form so you can get in touch with us. It doesn't use cookies to run.

StoreCart | <http://wpstorecart.com/> this is the shopping widget that remembers your login information and any previous purchases you have made.

Paypal | <http://www.paypal.co.uk> this is the payment provider that StoreCart link to for all online purchases.

## Controlling your personal information

If you fill in a contact form, follow us on Twitter, become a fan on Facebook or sign up to our mailing list, we hold that information in our database. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting but there will always be an option to unsubscribe to these mailings.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to:

Diva Design Studio  
Logie Steading  
Forres  
Morayshire  
IV36 2QN  
01309 611796 | [exclusive@divadesignstudio.co.uk](mailto:exclusive@divadesignstudio.co.uk)

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.