

Privacy Policy (February 2018) – Baird Group

At the Baird Group, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to dataprotection@bmb-clothing.com or by writing to Data Protection Officer, The Baird Group, Granary Building, 1 Canal Wharf, Leeds LS11 5BB, you can telephone 0113 2595500.

Who are we?

The Baird Group is one of the UK's most diverse menswear companies operating at all levels of the market.

The core company activity is as a retail concessionaire and high street store operator. We work closely with our concession partners such as Debenhams, and House of Fraser, as well as quality independent stores, leveraging our brand mix to ensure our Departments always look innovative and competitive.

We also have our own chain of retail stores under the Ben Sherman, Suits Direct and Jeff Banks fascias supported by the leading UK dress hire business, Young's Hire.

In addition, we are one of the largest menswear wholesalers in Britain, with a national network of sales teams selling into over 500 active independent retailers. It offers a mix of formalwear and casualwear brands including: Gibson London, The Label, Ben Sherman and Scott.

We also operate an overseas division trading 30 concessions in America, Germany and Bermuda.

To complete our full menswear service package we source and design on behalf of customer's private labels providing own brand merchandise for many businesses in the UK.

Our registered address is The Baird Group, Granary Building, 1 Canal Wharf, Leeds, LS11 5BB registered in England No. 06755439.

How do we collect information from you?

We obtain information about you when you use our website, for example, when you contact us about products and services or if you register to receive one of our weekly newsletters.

What type of information is collected from you?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when. If you purchase a product from us, your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

How is your information used?

We may use your information to:

- process orders that you have submitted and inform you of the status of the order;

- to carry out our obligations arising from any contracts entered into by you and us;
- dealing with entries into a competition;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- send you communications which you have requested and that may be of interest to you. These may include information about sales campaigns
- activities, promotions of our associated companies' goods and services;
- process a job application.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf: We may pass your information to our third-party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to send you mailings). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond our network for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

Third Party Product Providers we work in association with: We work closely with various third-party product providers to bring you a range of quality and reliable products and services designed to meet the needs of our customer. When you enquire about or purchase one or more of these products, the relevant third-party product provider will use your details to provide you with information and carry out their obligations arising from any contracts you have entered with them. In some cases, they will be acting as a data controller of your information and therefore we advise you to read their Privacy Policy. These third-party product providers will share your information with us which we will use in accordance with this Privacy Policy.

When you are using our secure online donation pages, your purchase is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Your consent

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact you for marketing purposes by email, phone or text message unless you have given your express permission. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time, by using the unsubscribe option on our website and e-mails or by contacting us by email: dataprotection@bmb-clothing.com or telephone on 0113 2595500.

How you can access and update your information

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: dataprotection@bmb-clothing.com or write to us at The Data Protection Officer, Granary Building, 1 Canal Wharf, Leeds, LS11 5BB

You have the right to ask for a copy of the information we hold about you (we may charge £10 for information requests) to cover our costs in providing you with details of the information we hold about you.

Security precautions in place to protect the loss, misuse or alteration of your information

When you give us personal information, we take steps to ensure that it's treated securely. Any sensitive information (such as credit or debit card details) is encrypted and protected with the following software **256 Bit encryption on SSL**. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Your information is treated as completely confidential and stored on secure servers. Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

Use of 'cookies'

Our Baird websites uses Cookies for various purposes. Cookies are small text parcels sent to and from a website, which is then stored on your computer by your browser. Without a Cookie a website cannot distinguish between different users, which can lead to essential functionality of a site not working as expected. This policy explains how Cookies are used on our website and how you can control them.

In this policy, we/us/website refers to <http://www.bmb-group.co.uk/>

This site may collect information on demographics and interests. Visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the [Ads Settings](#)

How we use Cookies

We use Cookies to define sessions, provide essential site features and track visitors anonymously for analytical purposes. We regularly carry out an audit of the cookies used on our website and have categorised them into the following:

- [Essential Cookies](#)
- [Functional Cookies](#)
- [Third Party Cookies](#)

The below tables highlight all of the Cookies in use on this website. The Duration specifies how long they live on your computer until they are removed or renewed. Each type of Cookie may occur multiple times, each with different name(s). We grouped these together for readability purposes.

ESSENTIAL COOKIES

These Cookies are required by the website in order to work as expected. Without them you may be unable to browse parts of the website or view it at all.

Cookie	Name(s)	Duration	Description
ASP.NET Session	ASP.NET_SessionId	Session	Identifies your Session as you browse the site
BasketID	BasketID	30 Days	Identifies your Bag contents
Reference	Reference	2 Days	Identifies your Order during the Checkout process
ContactID	ContactID	2 Months	Identifies you during the Checkout process
Currency	Currency	2 Days	Tracks your chosen Currency
SelectedOption	SelectedOption	2 Days	Tracks your chosen Delivery option

FUNCTIONAL COOKIES

These Cookies are used by features of our website to identify you and your preferences as you use the site. It is possible to use the website without these, though you may see a degraded experience.

Cookie	Name(s)	Duration	Description
LongTermSource	LongTermSource	30 Days	Used for affiliate tracking
Platform	Platform	30 Days	Distinguishes between Mobile and Desktop users
Purchased	Purchased	2 Months	Tracks whether you have made a previous purchase before

THIRD PARTY COOKIES

These Cookies are used by selected third parties we have chosen to integrate with. They are used mainly for tracking purposes so that we can further improve the site for the future. They may also be used for integrating with social sites to further enhance your website experience.

Cookie	Name(s)	Duration	Description
Facebook	datr, locale, csm, lu, p, act, c_user, s, xs, presence	Varies	Used by Facebook for Like button
Twitter	auth_token_session, guest_id, k, _utmz, _utmc, _utmb, _utma	Varies	Used by Twitter for Tweet button
Google Analytics	twll, secure_session, auth_token, twid, _twitter_sess	Varies	Used by Google Analytics for tracking purposes. You can opt out of these using the Google Analytics opt-out browser add-on .
Feefo	_utmz, _utmc, _utmb, _utma	Session	This cookie is used on our website in order to provide functionality for the Feefo (www.feefo.com) service.
Affiliate Window	jsessionid, BIGipServerLB01-FEF1-HTTP-POOL	30 Days	This cookie is used on our website in order to provide functionality for the Affiliate Window (uk.affiliatewindow.com) service.
MyThings	aw, aw1001, awpv1001	Varies	This cookie is used on our website in order to provide functionality for the MyThings (www.mythings.com) service.
	ckid, mtrs, ABTst, mt_1533-100-uk, cksession, mttgt, googid		

Cookie	Name(s)	Duration	Description
Communicator	__ccCtCookie, __ccCtCookieDup	Varies	This cookie is used on our website in order to provide functionality for the Communicator (www.communicatorcorp.com) service.
Qubit	_qPageNum_mossbros, _qsst, _qsst_s, _qst, _qst_s, _qubitTracker, _qubitTracker_s, qb_ss_status, qbef, qtag_699916, FreeGiftCard	Varies	This cookie is used on our website in order to provide functionality for the Qubit (www.qubitproducts.com) service.
Attraqt	Guid_User_Id	30 days	This cookie is used on our website in order to provide functionality for the Attraqt (www.attraqt.com/) service.

Controlling the Cookies

By default, all of the above Cookies are in use on our website. However, if you wish to take control of these cookies you can do so by following the instructions below for your browser:

[Internet Explorer \(mobile\)](#)

[Chrome](#)

[Firefox](#)

[Safari](#)

[Blackberry](#)

[Android](#)

[Opera](#)

This will allow you to remove Cookies or prevent using them altogether. Remember, turning off Cookies in your browser will affect all websites not just this one. If you later decide you'd like to allow Cookies, then simply adjust your browser settings and continue using the website; Cookies will then be sent to and from our website.

[e-commerce technology by Remarkable.net](#)

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

16 or Under

The privacy of children aged 16 or under is very important to us. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that

appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

Website recording

Our web site may also use the <https://www.hotjar.com/recording> service. Hot Jar may record mouse clicks, mouse movements, page scrolling and any text keyed into website forms. The information collected does not include bank details or any sensitive personal data. Data collected by Hot Jar is for Baird's internal use only. The information collected is used to improve our website usability and is stored and used for aggregated and statistical reporting.

Review of this Policy

We keep this Policy under regular review.

We reserve the right to add or change the terms of this privacy policy at our sole discretion, without prior notice to you. If any changes are made we will post the new policy on our website and it will become effective from the time of posting. Please visit our website on a regular basis to make sure you have read the latest version of our privacy policy and you understand what we do with your personal information. Your continued use of our website following the posting changes to those terms means that you consent to these changes.

Question regarding this policy should be directed to dataprotection@bmb-clothing.com

This Policy was last updated in February 2018.