

We respect the privacy rights of our online visitors and recognise the importance of protecting your personal information. We have adopted a Privacy Policy that guides how we collect, store, and use the information that you provide us with.

The following information is provided by Donald Anthony to enable our online visitors to be fully informed of our Privacy Policies. By visiting www.donald-anthony.com and www.donaldanthonyjournal.com, you are accepting and consenting to the practices described in this Privacy Policy and the Terms and Conditions.

What personal information do we collect from you and how?

What about Cookies?

How this information may be used, including anyone it might be shared with

Marketing opt-in and opt-out provisions

How you can access and, if necessary, change the personal information DONALD ANTHONY maintains

Safeguarding your personally identifiable information

Where and how to ask questions or file complaints

If you are under 16, we require that you inform a parent or guardian about DONALD ANTHONY'S Privacy Policy and Terms and Conditions as well as requiring their consent to the Privacy Policy and Terms and Conditions before registering or placing an order with DONALD ANTHONY.

This Privacy Policy does not apply to websites maintained by other companies or organisations to which we link and DONALD ANTHONY is not responsible for any personal information you submit to third parties via our website. Please ensure that you read the Privacy Policy of such other companies or organisations before submitting your details.

WHAT PERSONAL INFORMATION DO WE COLLECT FROM YOU AND HOW?

DONALD ANTHONY collects personal information in several ways when you place an order or register for a service offered by DONALD ANTHONY. By registering, you are consenting to the collection of your personal data. If an order is placed with us, we need to hold personal information including your name, email address, phone numbers, home address, shipping and credit/debitcard billing address(es) so that we can process and fulfill your order. Saved card details will never be shared with third parties and will only be used to process your order, using our Payment Service Provider's systems".

We may also obtain information as a result of authentication or identity checks. Sometimes we may ask for your telephone number. This number may be given to our courier for delivery services. These details allow us to process your order and to let you know the status of your order.

HOW THIS INFORMATION MAY BE USED, INCLUDING ANYONE IT MIGHT BE SHARED WITH

DONALD ANTHONY may use your personal information for the processing of orders, payments, and to provide you with a personalised shopping experience. We will also use your details to fulfill and

deliver your orders and manage your account. Personal information that you provide may be disclosed to a credit reference or fraud prevention agency, which may keep a record of that information. Your personal information may also be shared with other trading divisions within DONALD ANTHONY. Where there is a legal obligation to do so, we may disclose your information to any relevant regulatory body.

We may also use your personal information to send you marketing updates but only ever in accordance with your preferences (as detailed in the next section). We do not sell your details to third party marketing companies.

We do collate information about site traffic, sales, wish list, and other commercial information which we may pass on to third parties but this information does not include any information which can identify you personally.

Finally, we may use your personal information for our internal marketing and demographic studies, together with non-personal data to monitor customer patterns so we can consistently improve our site design to better meet our visitors' needs.

From time to time DONALD ANTHONY may employ third party business partners to collect personal information or to undertake marketing activities on DONALD ANTHONY'S behalf. In such cases, these third parties will be subject to confidentiality agreements and instructed by DONALD ANTHONY to comply fully with the DONALD ANTHONY Privacy Policy.

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HOW YOU CAN ACCESS AND, IF NECESSARY, CHANGE THE PERSONAL INFORMATION MR PORTER MAINTAINS

If for any reason you are concerned that the personal information held by DONALD ANTHONY is not correct, please visit the website and after logging into the site using the "Sign In" menu on the home page, your personal information will be made available for review and change in the "My Account" section. Only you or, upon your request, the Customer Care department, may access your personal data from the website using your password and User ID. Information may be changed online within Account Details, Address Book, and My Email Preferences. You can change or delete saved credit/debit card details each time you make a purchase. You will also be able to delete saved credit/debit card details by adding or editing a shipping/billing address. If you change your billing or shipping address while your order is still being processed, the order will be re-processed through security validation checks. If you prefer, you may contact us by email at customerrelations@donaldanthony.com and we will amend your personal details.

WHERE AND HOW TO ASK QUESTIONS OR FILE COMPLAINTS

If you require further information about our Privacy Policy, please go to the help section of the web site where frequently asked questions (FAQ's) are answered. If you require more information please go to the Contact Us section of the web site and send an email to the relevant DONALD ANTHONY department. If you wish to talk to a DONALD ANTHONY customer relations representative please email customerrelations@donaldanthony.com