



## [Privacy policy](#)

**Merley Paper Converters Limited is a company incorporated in England & Wales.**

**Company No:** 2398414

**Registered Office:** Merley House, Pilot Road, Phoenix Parkway, Corby Northants. NN17 5YH.

**VAT Reg No:** 395 874486

**Tel:** 01536 274274

This privacy policy sets out how Merley Paper will use and protect your personal data. We take the privacy of your personal data seriously and are committed to complying with relevant legal requirements relating to your data.

Merley Paper 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, then you can be assured that it will only be used in accordance with this privacy statement.

Merley Paper 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. Your continued use of the site after the posting of any amended Privacy Policy is incorporated into any Terms and Conditions governing this website and any programs and services operated or managed on behalf of Merley Paper. Any changes to this Privacy Policy are effective immediately after posting. This Policy was last updated on 1<sup>st</sup> May 2018 in line with GDPR.

## [Consent](#)

This Privacy Policy applies to all information gathered for and on behalf of Merley Paper, whether in writing, verbally or electronically, through any website operated by Merley Paper Converters Limited, including [www.merley.com](http://www.merley.com), together with any and all future websites that are operated by or on behalf of Merley Paper. By using [www.merley.com](http://www.merley.com) or participating in any program or service managed by Merley Paper, you consent to the data collection and use practices described in this Privacy Policy. If you have questions about this Privacy Policy or the protection of your information, please contact the Privacy Officer at [privacyofficer@merley.com](mailto:privacyofficer@merley.com)

**By Submitting personal information to Merley Paper, and/or by accessing and using the website, you agree that Merley Paper may collect and use such personal information in accordance with this Privacy Policy and the terms and conditions as permitted or required by law.**

## **Consent to Share & Disclose information**

In addition to consenting to this Privacy Policy and the Terms & Conditions, including any relevant supplemental policies, you expressly consent to Merley Paper Converters Limited sharing the information that you have provided, as described herein. Merley Paper may also share information with companies that provide support services to it, such as credit card processors, web hosts, technical support providers, service providers or for enforcing or investigating transactions or business operations, because these companies may need information about you in order to perform their functions. These companies are not authorized to use the information Merley Paper shares with them for any other purpose, but Merley Paper does not control these companies. You agree that Merley Paper and those whom it shares information (the "Recipients") may disclose and transfer information for any purpose relating to Merley Paper's operations and programs.

Merley Paper does not sell Personal Information to third parties. Although we make every effort to preserve user privacy, we reserve the right to disclose Personally Identifiable Information to a third party in certain limited circumstances, specifically: to comply with a law, regulation, search warrant, judicial proceeding, court order, or as otherwise may be required by law, to enforce our policies, to collect amounts owed to us, to protect users of our sites from fraudulent or abusive use, during emergencies when safety is at risk, as determined by Merley Paper, or otherwise where necessary for the establishment, exercise or defense of legal claims.

## **Consent to Electronic Notice if there is a Security Breach**

If Merley Paper or a Recipient is required to provide notice of unauthorized access of certain security systems, you agree that Merley Paper, or the Recipient, may do so when required or voluntarily by posting a notice on the website or by sending a notice to any email address Merley Paper or the Recipient has for you. You agree that notice to you will count as notice to any other individual for whom you are acting and agree to provide the notice to any such individual.

## **What data we collect**

We may collect the following Personal information:

- name and job title
- contact information including home or business address, telephone numbers including mobiles and email address.
- demographic information such as postcodes.
- other information relevant to customer offers

Personal information is defined as any information concerning the personal or material circumstances of an identified or identifiable individual.

Merley takes measures to maintain the confidentiality of your personal information from unlawful disclosure, and to limit access to it. Merley Paper will not make your personal information available to the general public and will ensure that we have in place suitable physical, electronic and managerial procedures to safeguard all personal information provided.

Non-personal information is information that is already a matter of public record or knowledge. Business contact information is considered non-personal information and not subjected to special protection and it can be routinely shared with anyone inside or outside the business. Business

contact information shall include but is not limited to: business name, business address, business telephone number, and is not considered personal information in certain jurisdictions.

### **What are Cookies and What do we use them for?**

We are committed to protecting and respecting your privacy. We want you to know how we use cookies on your computer or other electronic device. This policy sets out how we use and protect any personal information collected through the use of cookies when you use this website. If you have any questions about this policy or do not agree with it, please contact our privacy officer by email at [privacyofficer@merley.com](mailto:privacyofficer@merley.com) or by telephone on 01536 274274 before continuing your use of our website.

Cookies are small files that store information on your hard drive or browser that means our website can recognise that you have visited our website before. They make it easier for you to maintain your preferences on the website, and by seeing how you use the website, we can tailor the website around your preferences and measure usability of the website. A cookie will typically contain the name of the domain from which the cookie has come, the 'lifetime' of the cookie, and a value, usually a randomly generated unique number. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site and services.

We do not use any information obtained from cookies identifying individual customers for marketing purposes. We use cookies to:

Record your session information (such as particular products purchased from our website)

Record your specific information on the web pages you select to view.

Most cookies are 'session cookies', meaning that they are automatically deleted from your hard drive at the end of the session.

We use traffic log cookies to identify which pages are being used. This helps us analyse 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 also use 'Google Analytics Tracking' to access reports about our website visitors. This cookie does not provide us with any personal information but identifies which pages of our website you visit and the length of time you spend on them.

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. A consent box will appear on our home page and you can choose whether you want to accept cookies, however, please note that not accepting may prevent you from taking full advantage of our website.

You can disable the cookies from your browser and delete all cookies currently stored on your computer. On Microsoft Internet Explorer, this can be done by selecting 'Tools/Internet Options' and reviewing your privacy settings or selecting 'delete cookies' You can find out how to do this for your particular browser by clicking 'help' on your browser's menu.

## A full list of the cookies we collect is listed below:

The table below lists the cookies we collect and what information they store.

COOKIE name	COOKIE Description
CART	The association with your shopping cart.
CATEGORY_INFO	Stores the category info on the page, that allows to display pages more quickly.
COMPARE	The items that you have in the Compare Products list.
CURRENCY	Your preferred currency
CUSTOMER	An encrypted version of your customer id with the store.
CUSTOMER_AUTH	An indicator if you are currently logged into the store.
CUSTOMER_INFO	An encrypted version of the customer group you belong to.
CUSTOMER_SEGMENT_IDS	Stores the Customer Segment ID
EXTERNAL_NO_CACHE	A flag, which indicates whether caching is disabled or not.
FRONTEND	Your session ID on the server.
GUEST-VIEW	Allows guests to edit their orders.
LAST_CATEGORY	The last category you visited.
LAST_PRODUCT	The most recent product you have viewed.
NEWMESSAGE	Indicates whether a new message has been received.
NO_CACHE	Indicates whether it is allowed to use cache.
PERSISTENT_SHOPPING_CART	A link to information about your cart and viewing history if you have asked the site.
POLL	The ID of any polls you have recently voted in.
POLLN	Information on what polls you have voted on.
RECENTLYCOMPARED	The items that you have recently compared.
STF	Information on products you have emailed to friends.
STORE	The store view or language you have selected.
USER_ALLOWED_SAVE_COOKIE	Indicates whether a customer allowed to use cookies.
VIEWED_PRODUCT_IDS	The products that you have recently viewed.
WISHLIST	An encrypted list of products added to your Wishlist.
WISHLIST_CNT	The number of items in your Wishlist.

### **Internet Protocol (IP) Address and Aggregate Information**

An Internet Protocol (IP) Address is associated with your computer's connection to the internet. Merley Paper may use your IP address to help diagnose problems with our server, to administer the website and to maintain contact with you as you navigate through the website. Your computer's IP address also may be used to provide you with information based upon your navigation through the website. Merley Paper does not link IP addresses to any Personal Information.

Aggregate Information is used to measure the visitors' interest in, and use of, various areas of the website and the various programs. Aggregate Information is information that does not identify

you personally, such as statistical and navigational information. With this information Merley Paper may undertake statistical and other summary analyses of the visitors' behaviors and characteristics.

### **What we do with the information we gather**

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. You may ask to be removed from these by emailing us on [privacyofficer@merley.com](mailto:privacyofficer@merley.com)
- We may send regular newsletters only if you have expressed an interest and registered to receive them.

### **How we will use your data**

We will use your data in order to be able to provide you with and administer relevant services, and/or respond to queries which you raise, as well as for other normal business purposes.

Unless you have opted out of such use, we may also use your contact details to send you information about new products, special offers and other news. Information may also be disclosed where legally required or in the context of relevant legal proceedings, where it is fair and reasonable to make such disclosure.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [privacyofficer@merley.com](mailto:privacyofficer@merley.com) or The Privacy Officer, Merley Paper, Merley House, Pilot Road, Phoenix Parkway, Corby, Northants, NN17 5YH.

We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998.

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.

## **Storage, Retention and Accuracy of Personal Information**

Merley Paper insures that Personal Information is safeguarded against loss, access, use, modification, disclosure or other misuse. All reasonable steps are taken to prevent unauthorized use or disclosure of your Personal Information.

Merley Paper will retain your Personal Information only for as long as necessary to fulfill the purpose(s) for which it was collected and to comply with applicable laws, and your consent to such purpose(s) remains valid after termination of our relationship with you.

We take all reasonable steps to ensure that your Personal Information is accurate, up-to-date, complete, relevant and not misleading.

Merley Paper Converters Limited is registered with the Information Commissioner's Office, (ICO) Wycliffe House, Water Lane, Wilslow, Cheshire. SK9 5AF in accordance with the UK's Data Protection Act 1988 regarding Personal Data Protection.

Merley Paper Converters Limited – Registration Number TBA

## **Opt-Out of E-mail Updates**

You may have the opportunity to elect to receive email communications from Merley Paper. Merley Paper will only email you if you have elected to receive them. If you elect to receive email communications, Merley Paper will send you occasional updates about new additions to the website as well as special offers and promotions of which you can take advantage. If at any time you decide you would rather not receive these types of communications from Merley Paper, you can opt-out by clicking the unsubscribe link at the bottom of any Merley Paper email, update the contact preferences or contact the Privacy Officer at [privacyofficer@merley.com](mailto:privacyofficer@merley.com)

## **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. These measures include safeguards to protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use and modification.

We safeguard your personal information on the internet by using industry standard practices. Although 'guaranteed security' does not exist either on or off the internet, we make commercially reasonable efforts to make the collection and security of such information consistent with our Privacy Policy and all applicable laws and regulations.

Currently our website utilizes a variety of different security measures designed to protect personal information of users both inside and outside Merley Paper, including the use of encryption mechanisms (e.g. Secure Socket Layers or SSL's) password protection and other security measures to help prevent unauthorized access to your information. This helps us maintain the confidentiality, privacy and integrity of your transactions, and helps protect your confidential information – such as credit card numbers and financial data from loss, misuse, interception and hacking.

## **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.

## **Contact Information**

You may contact the Privacy Officer to access, correct or delete your personal information. If necessary, the Privacy Officer will contact another employee to assist in completing your requested task.

If you have any questions or complaints, please contact the Privacy officer. The Privacy Officer can be reached by telephone on 01536-274273; fax on 01536 200338; by email [privacyofficer@merley.com](mailto:privacyofficer@merley.com) or by post – Privacy Officer, Merley Paper Converters Limited, Merley House, Pilot Road, Corby, Northants, NN17 5YH. England. We will address any concerns you may have and attempt to resolve any issues.

## **Our Use of Your Information**

We use your Personal Information to facilitate the services you request. We have tailored our Privacy Policy to adequately inform you of the use of your Personal Information.

## **Social Media and Online Engagement**

Merley Paper uses a variety of new technologies and social media options to communicate and interact with our customers. These sites and applications include popular social networking and media sites, open source software communities and more. To better engage the public in ongoing dialog, Merley Paper uses several third party platforms including Facebook, Twitter and YouTube. Third party websites and Applications are web based technologies that are not exclusively operated or controlled by Merley Paper. When interacting with the Merley Paper presence on those websites, you may reveal certain personal information to third parties. Merley Paper will not use, share or retain your personal information.

At this time, Merley Paper has three Social Media Accounts, Facebook. [Com/pages/Merley-Paper/120537238029291](https://www.facebook.com/pages/Merley-Paper/120537238029291), [twitter.com/MerleyPaper](https://twitter.com/MerleyPaper) and [Youtube.com/user/MerleyPaperPromeroll](https://www.youtube.com/user/MerleyPaperPromeroll).

**Facebook:** On our Facebook page, Merley Paper staff post news and details of our special offers. If you have a Facebook account or 'Like' Merley Paper's Facebook page, then you can post comments or click on the 'like' option for individual entries. The amount of visible personal information will depend on your own Facebook privacy settings. Facebook collects and reports on non-personally identifiable information about activities on Facebook pages. This information is password protected and only available to members of Merley Paper's communication and web

teams, and other designated staff who require this information to perform their duties. The Facebook privacy policy is available at <http://www.facebook.com/about/privacy/>.

Twitter: Merley Paper uses Twitter to send short messages (up to 140 characters) or 'Tweets' to share information about special offers and promotions with visitors and to respond to comments and inquiries sent via Twitter to Merley Paper. While visitors may read Merley Paper twitter feeds without subscribing to them, visitors who want to subscribe to (or follow) the Merley Paper Twitter feeds must create a Twitter account at [www.twitter.com](http://www.twitter.com). To create an account, you must provide additional personal information including a short biography, location or a picture. Most information you provide for a Twitter account is available to the public, but you can modify how much information is visible by changing your privacy settings at the Twitter.com website. Merley Paper staff members monitor the number of subscribers and respond to comments and queries via Twitter, but never take possession of the personal information belonging to Twitter followers. The Twitter privacy policy is available at: <http://twitter.com/privacy>.

YouTube: Merley Paper posts videos on YouTube to make them available to all Merley Paper visitors. You do not need to register with either YouTube or Google (YouTube owner) to watch Merley Paper videos. When visitors watch videos, YouTube may record non-personally identifiable information about its site usage, such as channels used, videos watched, and data transfer details to improve its services. If you log on to the You Tube site before watching Merley Paper videos, You Tube may associate information about your site use with your You Tube account. If you log on to You Tube and comment on a Merley Paper video, any personal information you included when registering for your account will be visible to visitors who click on the comment. If you do not log in before watching Merley Paper videos posted on You Tube, your site use will not be associated with you or a You Tube account. The You Tube privacy policy is available at <http://www.youtube.com/t/privacy>.

### **Terms and Conditions of Website Use**

The Terms and Conditions governing your use of this website are located at: <http://www.merley.com/shop/terms> and contain important provisions disclaiming and excluding the liability of Merley Paper regarding your use of our Website and provisions determining the applicable law and exclusive jurisdiction for the resolution of any disputes regarding your use of this Website. Each of these provisions applies to any disputes that may arise in relation to this privacy policy and the collection, use and disclosure of your personal information, and are of the same force and effect as if they had been reproduced directly in this Privacy Policy.

Last Updated: 01/05/2018