

The Toothbrush Fairy Company Limited (TTFC, we or us) cares about the privacy of your personal information and is committed to protecting it. This Privacy Policy (**Policy**) explains what information we collect about you and why, what we do with that information, and how we handle that information.

For the purposes of the applicable data protection laws (the General Data Protection Regulation (Regulation (EU) 2016/679) (**GDPR**), together with any implementing legislation, in particular, the Data Protection Act 2018), the company responsible for your personal information is The Toothbrush Fairy Company Limited. This Policy is incorporated into TTFC's [Terms & Conditions](#) (**Terms & Conditions**) and applies to information obtained by us through your use of the information, software, products and services made available through the fairytoothbrush.com website (**Website**).

More simply put:

TTFC is responsible for protecting your personal information. This Privacy Policy applies to information obtained through your use of our website.

Collection of your Personal Information

TTFC collects information that, alone or in combination with other data, could be used to identify you and provide you with our products (**Personal Information**), such as your e-mail address, name, physical address and telephone number. If you make a purchase from TTFC, we will collect and store your billing and credit card information.

TTFC will collect your Personal Information in a number of ways, including when you contact us through the Website, by telephone, post, e-mail or through the other means set out below.

More simply put:

We collect information that could be used to personally identify you, such as your name and contact details.

Information you provide when you purchase a product

When you purchase a product you give us certain Personal Information, including your:

- name and e-mail address.
- billing information, if you make a purchase or pay subscription fees. This is required to complete a commercial transaction on the Website.

We collect your personal information to perform the contract you enter into with us when you sign up to buy our products.

Storage of Personal Information

Unless a longer retention period is required or permitted by law, we will only hold your Personal Information on our systems for the period necessary to fulfil the purposes outlined

in this Policy, or until you request that the information be deleted in accordance with your right of erasure (see "Your rights" section below).

Even if we delete your Personal Information, we reserve the right to maintain a copy for legal, tax or regulatory purposes, but in such event, we will do so only as long as necessary to fulfil those legal, tax or regulatory purposes. Please contact info@fairytoothbrush.com for more information.

More simply put:

We'll retain your personal information for no longer than is necessary.

Transfers outside of the EEA

We do not transfer your Personal Information outside the UK.

Use of cookies

The Website uses "cookies" to help you personalise your online experience. A cookie is a text file that is placed by us or our remarketing partners on your hard drive by a web page server. Our cookies do not run programs or deliver viruses to your computer. Cookies are uniquely assigned to your computer, and can only be read by a web server in the domain that issued the cookie to your computer.

One of the primary purposes of cookies is to provide a convenient feature to save you time. The cookie tells the server that you have returned to a specific page. For example, if you personalise the Website pages, or register with the Website, a cookie helps the Website recall your specific information on subsequent visits. This simplifies the process of recording your Personal Information, such as your billing address or site preferences. When you return to the same Website, the information you previously provided can be retrieved, so you can easily use the Website features that you customised.

We may place the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of the Website. They include, for example, cookies that enable you to log into secure areas of our Website or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around the Website when they are using it. This helps us to improve the way our Website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to the Website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to the Website, the pages you have visited and the links you have followed. We will use this information to make our Website more relevant to your interests and for remarketing as described below.

If you want to check or change what types of cookies you accept, this can usually be done within your browser settings. Please note that third parties (including, for example,

advertising networks and providers of external services like web traffic analysis services may also use cookies, over which we have no control.

How to reject cookies

If you do not want to receive cookies, you can usually choose to opt-out by modifying your browser settings to decline them. If you choose to decline cookies, you may not be able to access all or parts of, or to fully experience the interactive features of the TTFC web pages you visit.

For more information generally on cookies, including how to disable them, please refer to aboutcookies.org. This site also provides details on how to delete cookies from your computer.

More simply put:

We use cookies to enhance your online experience. If you do not want to receive cookies, you can reject them by opting out or modifying your browser settings.

Data security & integrity

TTFC is committed to taking reasonable and appropriate steps to protect the Personal Information that we hold from misuse, loss, or unauthorised access. We do this by using a range of technical and organisational measures including measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your personal information, please inform us immediately.

The Website is designed to secure the Personal Information you provide on computer servers in a controlled, secure environment, with protections from unauthorised access, use or disclosure.

However, while we do our best to protect your Personal Information, we cannot guarantee the security of all data which is transmitted to the Website or to another website via the internet or similar connection. If we have given you (or you have chosen) a password to access certain areas of the Website, please keep this password safe.

More simply put:

TTFC website is designed to keep your personal information safe, however, we cannot guarantee the security of information transmitted over the internet or similar connection. You can do your part by keeping your password safe.

Your rights

Under the GDPR, you have various rights in relation to your Personal Information, such as the rights of access, rectification, restriction, objection, portability, and erasure. Please note that these rights are subject to certain limitations set forth in applicable law.

To exercise these rights, please contact Us at info@fairytoothbrush.com. We will seek to deal with your request without undue delay, and in any event in accordance with the requirements

of applicable laws. Please note that we may keep a record of your communications to help us resolve any issues you raise.

More simply put:

You have rights in relation to your personal information. Just contact Us to find out more.

Complaint resolution

If you believe that we have not complied with this Policy or your data protection rights, you have the right to file a complaint with the UK [Information Commissioner's Office](#), however, we hope that you'll attempt to resolve the complaint with us first. Please contact us for more information.

More simply put:

If you're not happy with the way we've handled your personal information, you have the right

Links to third party websites

Our Website includes links to other websites whose privacy practices are not under Our control. If you submit Personal Information to any of those websites, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy on any website that you visit.

More simply put:

We link to other websites, whose privacy practices may differ from our own. We encourage you to read the privacy policy on any other website you visit carefully.

Children

We will only use Personal Information of anyone under the age of 18 if you have requested this via a Subscription for a Childs Toothbrush. We will only use the Personal Information we require to provide the products to your child which is done with your permission.

Changes to this Policy

We will occasionally update this Policy to reflect company and customer feedback.

Contact information

We welcome your comments regarding this Policy. Please contact us at, or write info@fairytoothbrush.com to us at:

Data Protection Officer
Paramatta, Bowden Green, Pangbourne, Reading, Berkshire RG8 8JL

For more information, please review our [Terms & Conditions](#).

