

Data Protection Statement

According to EU Regulation (GDPR)

“General Data Protection Regulation” and abbreviated in this statement as ‘GDPR’.

Designation of the responsible entity

The entity responsible for data processing is:

St Annes Guitars Limited

20 The Crescent, Lytham St Annes, FY81SZ, Lancashire, UK

Data processing takes place on the internal network of the building at the above business premises.

The responsible entity decides alone, or in conjunction with others, on the purposes and means of processing personal data (e.g., names, contact information, etc).

Revocation of your consent to data processing

It is only with your consent that certain data processing procedures are permitted. Revocation of your consent is possible at any time and may be activated by way of informal advice per email to info@lythamstannesguitars.co.uk. The legality of the data processing carried out until revocation remains unaffected.

Right to complain to the competent authority

As the affected person, you have a right of appeal to the competent supervisory authority in the event of a breach of data protection law.

The right to data transfer

You have the right to have data processed by us on the basis of your consent or in fulfilment of a contract to be transferred to you or to third parties in a machine-readable format. If you require the transfer of data to third person, this will only be done to the extent technically feasible.

Right to information, correction, blocking and deletion

You have the right at any time, within the scope of applicable legal requirements, to provide gratuitous information about your stored personal data, source of the data, their recipients and the purpose of data processing including, if necessary, the right to correct, block or delete such data. In this regard and also for further questions about personal data, you can at any time contact us at:

St Annes Guitars Limited

20 The Crescent, Lytham St Annes, FY81SZ, Lancashire, UK

Or per email at: info@lythamstannesguitars.co.uk

Data transmission at the conclusion of a sale of goods and shipping

We do not sell online directly but rather via PAYPAL. Personal data will only be transmitted to third parties if required in the context of the contract. Third parties may be, for example, payment service providers or logistics contractors. Further transmission of data does not take place unless you have expressly consented to this.

The basis for data processing is Art. 6 para. 1 lit. b GDPR, which allows the processing of data in terms of a contract or pre-contractual arrangement.

RE:Paypal - The payment service provider is PayPal (Europe) S.à.r.l. et Cie, S.C.A., 22-24 Boulevard Royal, L-2449 Luxembourg.

When paying by means of PayPal the payment data you enter will be transmitted to PayPal.

The transmission of your data to PayPal is in terms of Art. 6 para. 1 lit. a GDPR (consent) and Art. 6 para. 1 lit. b GDPR (processing in order to fulfil a contract). Revocation of consent previously given is possible at any time. The legality of the already completed data processing remains unaffected by such revocation.

Application for a CITES attestation

On our website so-called attestations (proofs) with CITES-relevant information regarding the wood used for our guitar models can be requested. These attestations are issued in the form of a PDF. For this process personal data such as physical and email addresses of the respective applicant are collected. These data are stored for 1 year at LYTHAM ST ANNES GUITARS and are then automatically deleted.

The storage serves the personal identification and facilitates communication during and after this process.

The processing of data entered during registration takes place exclusively on the basis of your consent (Article 6 para. 1 lit. a and f GDPR). Revocation of consent previously given is possible at any time by way of an informal message by e-mail. The legality of the already completed data processing remains unaffected by such revocation.

Cookies

Our website does not use cookies.

YouTube

For integration and presentation of video content, our website uses plugins from YouTube. Provider of the video portal is YouTube, LLC, 901 Cherry Ave, San Bruno, CA 94066, USA.

When you visit a page with an integrated YouTube plug-in, you will be connected to the YouTube servers as a result of which YouTube will be informed as to which of our pages you have visited.

YouTube may link your browsing directly with your personal profile should you be logged into your YouTube account. By logging out beforehand you have the option to prevent this.

The use of YouTube facilitates appropriate presentation of our online offers. This constitutes a legitimate interest within the meaning of Article 6 para. 1 lit. f GDPR.

For details on how to handle user data, please refer to the YouTube Privacy Policy at: <https://www.google.de/intl/de/policies/privacy>

Storage of data for billing purposes (contract fulfilment)

For the fulfilment of orders and the subsequent billing we maintain customer data in customary commercial documents such as order confirmations, delivery notes and invoices in compliance with statutory retention periods.

Our primary customers are commercial dealers (music retailers) but in the case of accessories and merchandise could be individual end users such as parties who purchase products for personal use or minor resale.

For commercial customers, we maintain customer bases to which specific customer numbers are allocated and whose their data is stored permanently or at least for the required statutory periods.

End users are not recorded in our customer bases i.e. we do not store their customer data permanently in our inventory management EDP, but only during the billing period in documents required for accounting purposes (invoices, delivery notes, etc.).

The basis of this data processing is Art. 6 Abs. 1 lit. b GDPR (processing in order to fulfil a contract)

Storage of data for the purpose of other order processing

For the fulfilment of repair orders, we store personal data of end users in our EDP. These data remain permanently in storage for the purpose of service improvement (e.g. by speeding up or creating / providing repair history).

The registered guitars themselves do not have to comply with the storage of their serial number. None of this data will be provided to third parties.

The basis for this storage is Art. 6 para. 1 lit. b GDPR (processing to fulfil a contract on request of the affected person). The affected person may subsequently (after fulfilment of the contract) demand the deletion of personal data at any time by email or in writing to the data protection contact addresses.

Data protection officer

We have nominated the following data protection officer.

Guy Pople

St Annes Guitars Limited

20 The Crescent, Lytham St Annes, FY81SZ, Lancashire, UK

Or per email at: info@lythamstanneguitars.co.uk

We take the protection of customer information very seriously. Should any of the above content become ineffective this will not affect the validity of the remaining content.