

V-Auction Data Collection, Cookies and Privacy Policy

Version History

Version	Date	Author	Approval	Description
2.0	27th September 2024	Ana Beltran	Anna-Lena Bar	Approved policy

V-Auction Limited is located at Eniti House, General Castle Way, Bury St Edmunds, Suffolk, IP30 9ND, United Kingdom with the company number 15259581.

1. Introduction

V-Auction Limited is committed to protecting your personal data and respecting your privacy. This policy, together with our Auction Terms of Use and any other documents referred to in them, sets out the basis on which any personal data we collect from or about you when you use v-auction.com (the "Website") will be processed by us.

This policy is in compliance with the General Data Protection Regulation (GDPR) and other relevant UK data protection laws.

Important Notice: This service is only available to individuals aged 18 years and above. We do not knowingly collect data from children under 18.

2. Contact Details

- Company: V-Auction Limited
- Address: Eniti House, General Castle Way, Bury St Edmunds, Suffolk, IP30 9ND, United Kingdom
- Phone: 01273 621110
- Email: v-auction@vollers.com

3. Information Collection

3.1 Personal Information We Collect:

When you register as a user or engage with our services, we collect and process the following personal information:

- **Registration Information:** First name, Last name, Email address, Company name, Website, Telephone number, Postal address, Country.
- **Optional Information:** Company VAT number, Mobile number.
- **Auction-Related Information:** Credit card details (passed to payment processors like Stripe or Paypal and not stored), Billing address, Delivery address.

3.2 Information Collection Methods: We collect personal information through:

- **Direct interactions** (e.g., registration, bids, purchases).
- **Indirect sources** (e.g., group bids through WhatsApp, email, surveys).

- **Automated means** (e.g., website transactions, IP address, browsing behavior, cookies).

3.3 Sensitive Personal Data: We do not collect any sensitive personal data (e.g., health information, political beliefs) unless you have provided explicit consent. If we ever need to collect this information, we will ask for your clear and explicit consent beforehand.

3.4 Children's Privacy: Our services are not directed to, and we do not knowingly collect personal data from, individuals under the age of 18. If we become aware that we have inadvertently collected data from someone under 18, we will take steps to delete it as soon as possible. If you believe we may have collected data from someone under 18, please contact us immediately.

4. Legal Basis for Processing

We process your personal data based on one of the following legal grounds:

- **Consent:** When you have given clear consent for us to process your personal data for a specific purpose.
- **Contractual Necessity:** Processing is necessary for the performance of a contract you are party to.
- **Legitimate Interests:** Processing your data is necessary for our legitimate interests, such as improving our services and preventing fraud.

5. Use of Information

5.1 We use your information to:

- Provide and manage our services.
- Track and analyze user behavior to improve our website and services.
- Communicate with you about bids, auctions, and other relevant updates.
- Investigate and prevent fraud and other illegal activities.
- Develop and improve our services through analytics and profiling.
- **Advertising:** We may use your data for targeted advertising on platforms such as Meta (Facebook and Instagram) and LinkedIn. You can opt-out of this by contacting us or by adjusting your cookie preferences. We may use your personal data to create profiles to help us understand how you interact with our website, for personalization and targeted advertising. You can object to profiling for marketing purposes by contacting us directly.

5.2 Our website integrates with third-party vendors (e.g., Meta, Google, Stripe), which may collect information about you independently. We recommend reviewing their privacy policies for more information about their data collection practices.

- Meta (Facebook and Instagram): [Meta Privacy Policy](#)
- Google (Google Analytics): [Google Privacy Policy](#)
- Stripe (Payment Processing): [Stripe Privacy Policy](#)

6. Data Sharing

6.1 We may share your information with:

- **Vendors:** For fulfilling orders and providing services.
- **Partners:** For delivery and related services.
- **Regulatory Authorities:** When required by law.
- **Advertising Partners:** We may share certain data, such as cookies or browsing behavior, with advertising platforms (e.g., Meta) for targeted marketing.

6.2 International Data Transfers: Some of the third-party services we use, including marketing partners like Meta, may process data outside the UK and European Economic Area (EEA). In such cases, we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs), to protect your personal data.

6.3 Data Security Measures: We use encryption and other security measures to protect your personal data when transferring information to our advertising partners such as Meta.

6.4 Data Breach Notification: In the unlikely event of a data breach that affects your personal data, we will notify you and the relevant supervisory authority, as required by law.

6.5 Data Protection Principles: We adhere to the following principles:

- **Lawfulness, Fairness, and Transparency:** Processing data with respect to individuals' rights.
- **Purpose Limitation:** Collecting data for specified, legitimate purposes.
- **Data Minimization:** Collecting only necessary data.
- **Accuracy:** Ensuring data is accurate and up-to-date.
- **Storage Limitation:** Retaining data only as long as necessary.
- **Integrity and Confidentiality:** Protecting data against unauthorized access and breaches.

7. Cookies Policy

7.1 What Are Cookies: Cookies are small text files placed on your device by websites. They help websites function properly and collect usage information.

7.2 Cookies We Use:

- **Essential Cookies:** e.g., JSESSIONID for session management.
- **Analytics Cookies:** e.g., _ga, _gid from Google Analytics for tracking website usage.
- **Marketing Cookies:** e.g., cookies from social media platforms like Facebook, Instagram and LinkedIn.
- **Functional Cookies:** e.g., _stripe_mid for payment processing.
- **Video Cookies:** e.g., PREF from YouTube or Vimeo for embedded videos.

7.3 Managing Cookies: You can control cookies through your browser settings. For more information on managing cookies, visit:

- [About Cookies](#)
- [All About Cookies](#)

Disabling cookies may affect the functionality of our website.

7.4 Use of Data for Advertising Purposes: We use personal data, including cookies, for targeted advertising on platforms like Meta (Facebook and Instagram). This helps us show relevant advertisements based on your browsing behavior. You have the right to opt out of targeted advertising through your account settings or by managing your cookie preferences.

7.5 Cookie Duration:

- **Session Cookies:** These are temporary and are deleted when you close your browser.
- **Persistent Cookies:** These remain on your device for a set period or until you delete them. Cookie durations vary depending on the type, ranging from 30 days to 1 year.

8. Data Retention

We retain your personal information for up to 5 years from your last activity on our site. After this period, we will anonymize or delete your data.

9. Your Data Protection Rights

You have rights under data protection law, including:

- Access: Request copies of your personal data.
- Rectification: Correct inaccurate or incomplete data.
- Erasure: Request deletion of your personal data under certain conditions.
- Restriction: Limit the processing of your personal data.
- Objection: Object to processing based on legitimate interests.
- Data Portability: Request transfer of your data to another organization or yourself.

To exercise these rights, contact us at v-auction@vollers.com or by mail at our address listed above.

10. Complaints

If you believe your data protection rights have been violated, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) in the UK.

11. Policy Review

This policy will be reviewed regularly and updated as necessary to ensure compliance with applicable laws and regulations.