



Privacy Statement

Across Ellis Brigham, The Snowboard Asylum and the Outsiders Stores we treat your privacy and personal data very seriously and we demonstrate this by the actions we take to protect your interests.

In meeting customer demand, our company captures data across thousands of orders both online and over the telephone and also through our retail stores. Additionally, we distribute mail order catalogues and promotions and meet our customers at events around the world. These sources of data all combine to help us to understand your needs and the trends associated with them which helps us to become a more relevant and resilient business, but without your consent this would become increasingly impossible. It is for these reasons that we accept that in order to provide you with the best possible service, we must continually strive to improve our data management systems, system access and security and we believe that our success to-date shows that we are delivering on this.

We have always followed UK regulation both in terms of lawful requirements and best practice, only ever communicating with anyone who wished to hear from us and then providing them the opportunity to cease this at any stage. As we have progressed we have implemented new processes to safeguard your privacy including the introduction of new systems in 2018 that will help us co-ordinate and carefully control the data we receive.

In 2018 new data protection regulation is introduced which we have fully adopted across our businesses and in 2019 new regulations governing electronic communications are also due that we will again adopt.

As you may expect this is a complex area and as such it is the responsibility of our Data Controller to satisfy the regulations and to ensure we continue to serve your needs for privacy through full consent. This Privacy Policy Statement was written to convey to you our commitment to your personal data privacy, but we accept that you may wish to read our more comprehensive Privacy Policy to understand more about the detail regarding the data we gather and how we process it. If you do you will find the [Privacy Policy here](#). Alternatively, you can request to see what personal data we hold on you through the [SAR / RTBF \(Subject Access Request/Right to be Forgotten\) page](#) of this website.

Yours sincerely

A handwritten signature in black ink that reads "M E Brigham".

Data Controller