

## Data Protection Statement

### 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@lsaguitars.com](mailto:info@lsaguitars.com). 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@lsaguitars.com](mailto:info@lsaguitars.com)

### Website

Our website does not use cookies. We do not handle payments or capture customers visits in any way except via Google Analytics, who present us with general stats about the number of visitors rather than any specific data about individuals. For details on how they handle user data, please refer: <https://www.google.de/intl/de/policies/privacy>

## **YouTube**

We have an account to help market certain instruments. 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 invoices in compliance with statutory retention 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@lsaguitars.com](mailto:info@lsaguitars.com)

## **Please Note:**

We take the protection of customer information very seriously and have no interest in monetising your details or allowing it to fall into such hands as would. We value your custom and treat it with the utmost respect.