

Hip Chips is committed to keeping your personal information secure and will never share it with third parties. Please read our Privacy Policy to find out exactly what information we collect, including how and why we do it.

This Hip Chips privacy policy explains when and why we collect information about visitors to our website and/or during calls or interactions with us on social media, how it is used, and what we do to keep it secure. The policy will be amended sporadically, so please do check back with this page once in a while. Should you have any questions at all, please get in touch with the Hip Chips office by post at 49 Old Compton Street W1D 6HL, United Kingdom, or email us at team@hipchips.com.

1. Who are we?

Hip Chips Ltd (hereafter also referred to as 'we'). 'Hip Chips' means Hip Chips Limited, a company registered in England with number 09570410.

2. How do we collect information from visitors?

We collect information when you access the website, request an enquiry (online and via the phone), and sign up to our newsletter. Any personal information (name, email, phone number and address) collected has to be disclosed by you to us, with consent for usage.

3. What kind of information do we collect?

3.1. Personal information

The information we collect can include your name, email address, phone number and postal address. For example, if you sign up for our newsletter, you would have to share your name, DOB and email address

3.2. Technical information

We can also collect information via your IP (Internet Protocol) address to analyse how visitors use our website. Your IP address identifies the computer or service provider that you use to access our website, or information about your browser type, authentication identifiers, and other software and hardware information. If you access our website through a mobile or other device we may collect your mobile device identifier, geolocation data (including your precise location), or other transactional information for that device. We may combine this information with other information that we have collected to make our website and our communications to you more targeted to your interests.

3.3. Cookies

We use a very limited number of cookies to ensure that we give you the best user experience on our website. If you continue to use www.selectiveasia.com without changing your settings, we'll assume that you are happy to receive all cookies on our website. Almost all websites use cookies and most users would agree that they are harmless, when used in a responsible manner. Most users would also agree that use of cookies enhances the overall web experience, making it more personal and enabling a faster service. However, if you find the idea of a website storing information on your computer or mobile device a bit intrusive, you can change your cookie settings at any time. If you don't want to receive cookies, you can modify your browser so that it notifies you when cookies are sent to it, or you can refuse cookies altogether. You can also delete cookies that have already been set.

3.3.1 What is in a cookie?

Most websites you visit will use cookies in order to improve the user experience by enabling that website to 'remember' you for the duration of your visit or for repeat visits. Some websites, such as ours, also use cookies to enable them to monitor the success of marketing campaigns and to be more accurate in the way they market to web users, typically by using information such as your location or browsing habits.

A cookie is a simple text file that is stored on your computer or mobile device by a website server. Only that same server will be able to retrieve or read the information stored on that that cookie. Each cookie is unique to your web browser. It will contain a variety of anonymous information such as your unique identifier and the website URL and some encrypted code.

3.3.2 How are cookies used?

Third parties, including [Facebook](#), may use cookies, web beacons, and other storage technologies to collect or receive information from our websites and elsewhere on the internet and use that information to provide measurement services and target ads.

3.3.3 How to control your cookies

If you wish to control, or even block, cookie usage on your device (tablet, mobile or desktop) you can do this through your browser settings. Most usually, the 'help' function within your browser should guide you through the process, however you may wish to visit www.aboutcookies.org or www.cookiecentral.com which both contain comprehensive information on cookies and how to control their use on your devices. Please note: you must change the cookie settings on each individual device you use that operates a web browser.

3.3.4 Use of information with Google

Hip Chips may use cookies to transmit information to Google, who may use your website behaviour for advertising purposes. You may opt out of Google's use of cookies by visiting Google's [Ads Settings](#).

- We use Google's remarketing services for advertising purposes
- Third party vendors, which includes Google, may show you Hip Chips ads outside of our website.
- We, and third party vendors also use cookies to capture data regarding your visit and your behaviour to deliver personalised advertising on the internet.
- You can control the information Google uses to show you ads on the internet by adjusting your settings [here](#).
- You can also opt out from having cookies from your sessions used in Google Analytics [here](#).

* Please note that we keep your personal information in our database, unless you request to delete such data.

4. How do we use this information?

We may use your information to:

- contact you regarding an enquiry you have made
- ask you to review our services
- perform business analyses or for other purposes to improve the quality of our business, the Services, and the products and services we offer
- Send you marketing communications, which you would have to have requested, which may include email newsletters, campaigns and promotions.

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5. Who has access to your personal information?

Hip Chips will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf: When we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we try to ensure that your information is kept secure and is not used for their own direct marketing purposes. When you purchase a voucher on line you will be using a website managed by our partner Gift Pro and should refer to their privacy Policy

6. Why do we collect your data?

In order to deliver a personalised service, and to share what we believe to be valuable information with you, we may use the information we collect from and about you.

7. What are your choices?

You can choose whether or not to receive information from Hip chips, as well as decide which parts of your personal information you're happy for us to keep. To change the type of communications you're happy for us to send you; edit or remove your personal details please let us know by contacting us by email on team@hipchips.com.

We will not contact you for marketing purposes by email, phone or post unless you have given us your prior consent. You have the right to ask for a copy of the information held by Hip Chips about you and request for it to be transferred. Please contact us on team@hipchips.com if you'd like to discuss this.

8. Security in place to protect the loss, misuse or alteration of your information

We take the security of your personal information very seriously Hip Chips has taken all necessary steps to keep your data safe, however no system is 100% fail-proof, therefore, we do not, and cannot, guarantee the security or accuracy of the information we gather.

9. Retention of your data

We will keep your information in our database for an undetermined amount of time. Should you wish us to delete your data, please contact us by email at team@hipchips.com or write to us on Hip Chips, 49 Old Compton road London W1D 6HL

10. Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively.

11. Changes to this policy

Hip Chip reserves the right to make changes to this privacy policy. If we do make amends to our privacy policy we will publish the revised date at the bottom of the page.

* This policy was last updated on 20th May 2018

