

PRIVACY & COOKIES

We at King of Fire understand the power of the Internet and how it affects our lives. We will not use information about you without your permission.

We understand your security concerns because we shop online as well.

DATA SECURITY

HOW WILL YOU PROTECT MY DATA ONLINE?

When you order with us, we ask for information such as your name, address and e-mail address. Telephone numbers will also be required so that we may contact you if there's a problem with your order or for delivery purposes. We also follow a tight security procedure as required under UK Data Protection Legislation (the Data Protection Act 1998) to protect the information that we store about you from unauthorised access. All the information we collect via our website or through correspondence with you may be used for the following purposes:

- dealing with orders and accounts,
- processing payments,
- fraud detection,
- research.

DO YOU USE COOKIES?

Our cookies don't contain any personal information about you. We use them only to determine your browser and user preferences for our site. This helps us to provide you with the best service we can, and to make it easier to shop. You can grant and revoke consent to us using your cookies at the bottom of this page.

HOW DO YOU PROTECT THE INFORMATION YOU HOLD ABOUT ME ON YOUR INTERNAL SYSTEMS?

We protect your privacy in several ways:

- Access to your account information is limited to those who need access to do their job, like our delivery team.
- We use full login and password controls on our system.
- All full and part-time employees are required to sign a confidentiality clause as part of their terms of employment.
- Confidentiality and database access controls are reviewed periodically and updated as required to further protect our personal data.

If you're unsure about the personal and account information we're holding in your name, please contact us. We'll happily review your file and update the records if required. You can call us on 0345 0303 845 (Monday - Friday 9.00 to 4pm) or email us on hello@kingoffire.co.uk

PAYMENT SECURITY

HOW SAFE ARE MY CREDIT OR DEBIT CARD DETAILS ON YOUR SITE?

We know that security is a major concern to many of our customers. We have put a very secure system in place so you can feel completely at ease when shopping with us over the Internet. Payment Card Industry Data Security Standards (PCI DSS) is a set of standards to help protect businesses and shoppers from data theft and fraud. We are PCI compliant. Our site uses the third party payment processing company SagePay to protect your payment information. Sage Pay uses Real-time AVS/CV2 checks - Address and security code matches and 3D secure checks to lessen the chance of fraudulent card use. Once your payment has been approved, all card details are removed and their software encrypts all information you input before it is sent to us. This does mean you have to give your card details every time you place an order with us but this minor inconvenience does ensure that it is totally safe to shop with us.

OUR MAILING LIST

CAN I BE REMOVED FROM YOUR MAILING LIST?^[1]_[SEP]

If you don't want to receive offers and promotions by email, there is the option to unsubscribe at the bottom of every email. Please remember it can take up to three weeks to fully remove you from our email mailing list so you may receive a couple more. If you don't want to receive offers and promotions by post, let us know at hello@kingoffire.co.uk or by calling us on 0345 3030 845. (Monday - Friday 9.00am to 4pm).

CAN I GO BACK ON YOUR MAILING LIST?^[1]_[SEP]

If you have previously asked us not to send you offers but have changed your mind, please let us know by calling us on 0345 3030 845 (Monday - Friday 9.00am to 4pm), or email us at hello@kingoffire.co.uk.

WILL YOU PASS MY DATA ON TO THIRD PARTIES?^[1]_[SEP]

We will never pass on your email address to a third party for marketing purposes.^[1]_[SEP] We respect your privacy and are committed to protect it.