



# SUNRISE POLICY

A guide to our Privacy Policy





## Privacy Policy

### Your consent to this Policy

By using our services, interacting with us, and purchasing our products, you agree to the Privacy Policy outlined below and above and consent to the collection and use of information by us in accordance with this Policy. Please note that we reserve our right to amend, remove or vary this policy from time to time without notice. You should check this page regularly to take notice of any changes we may have made to this policy.

### Dealing with Sunrise

When you choose to deal with Sunrise, we will ask you to provide personal information because it is required by law or our policies to do so. These circumstances include where you order goods online (including when you pick up such goods from one of our warehousing locations), where you purchase an extended warranty, when you return a good, purchase goods for delivery or contact us for assistances (enquiry, complaint, warranty claim etc.).

This privacy policy sets out how Sunrise uses and protects any information that you give us when you use this website.

Sunrise is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

### What we collect

We *may* collect the following information:

- Name and contact information including email address.
- Address, date of birth, gender, occupation, phone numbers, payment information, financial information, username, and password.
- Demographic information such as postcode, preferences, and interests.
- Other information relevant to customer surveys and/or offers such as interest address of website from which linked directly to our site, IP and server address, domain name and information regarding your time at our website.

### What we do with the information we gather

We require this information to understand your needs and provide you with a better service, for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided. You can unsubscribe at any time.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax, or mail. We may use the information to customize the website according to your interests.



## Security

We are committed to ensuring that your information is secure. To prevent unauthorised access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

## How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

We often use Google Analytics Advertising to promote our products and services. Google and other third parties collect data about traffic to this site via advertising cookies and identifiers. This enables us to show ads on sites that are relevant to you, based on your online interactions. If you would like to prevent your data from being used by Google Analytics, simply follow Google's instructions on their search engine.

Once we receive your transmission, we use our best efforts to ensure its security in our possession. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. Please note we cannot ensure or warrant the security of any information that you send to us or receive from us online.

## Display Advertising

Please note this website has implemented the use of display advertising for the purposes of remarketing. This remarketing is done with Google Analytics for the purposes of advertising online. Third-party vendors, including Google, show our ads on sites across the Internet. Sunrise and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimise, and serve ads based on someone's past visits to our website. Visitors can opt-out of Google Analytics for Display Advertising and customise Google Display Network ads using the ads settings. [Google Analytics opt-out browser add-on](#).

## Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.



## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- When you place an order through the site, we will retain your personal information for our records unless and until you ask us to erase this information. For more information on your right of erasure, please see the 'Your Rights' section below.

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

If you believe that any information, we have is incorrect or incomplete, please email us as soon as possible and we will promptly correct any information found to be incorrect.

## **Contact**

For more information about our privacy practices or if you have any questions, please contact us via our enquiry form.

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