

Privacy and Data Protection Policy Personal data we hold

Personal data we hold includes name, email address, delivery address, payment information, and the details of the products that you're ordering. We do not hold sensitive personal information.

Why we have personal data and how we use it.

To fulfil your order, you must provide us, our reps, or our showrooms with certain information (which you authorize them to provide to us). We use your name, email address, postal address, payment information, and the details of the product that you're ordering for delivering a service that you have requested. We pass address on to appropriate delivery services to get your order to you.

We use your email address to let you know about new products.

We use credit card details to process payments through our virtual terminals if you choose to pay over the phone. We do not store customer credit card details nor do we share customer details with any 3rd parties.

Why I Need Your Information and How I Use It

I rely on a number of legal bases to collect, use, and share your information, including:

- as needed to provide my services, such as when I use your information to fulfil your order, to settle disputes, or to provide customer support;
- when you have provided your affirmative consent, which you may revoke at any time, such as by signing up for my mailing list;
- if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law; and
- as necessary for the purpose of my legitimate interests, if those legitimate interests are not overridden by your rights or interests, such as 1) providing and improving my services. I use your information to provide the services you requested and in my legitimate interest to improve my services.

Information Sharing and Disclosure

Information about my customers is important to my business. I share your personal information for very limited reasons and in limited circumstances, as follows:

- Service providers. I engage certain trusted third parties to perform functions and provide services to my shop, such as delivery companies. I will share your personal information with these third parties, but only to the extent necessary to perform these services.
- Business transfers. If I sell or merge my business, I may disclose your information as part of that transaction, only to the extent permitted by law.
- Compliance with laws. I may collect, use, retain, and share your information if I have a good faith belief that it is reasonably necessary to: (a) respond to legal process or to government requests; (b) enforce my agreements, terms and policies; (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or (d) protect the rights, property, and safety of my customers, or others.

Data Retention

I retain your personal information only for as long as necessary to provide you with my services and as described in my Privacy Policy. However, I may also be required to retain this information to comply with my legal and regulatory obligations, to resolve disputes, and to enforce my agreements. I generally keep your data for 6 years.

What are my rights regarding the personal information we hold about you?

EU customers can find out their full rights through the Information Commissioners Office: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

You can withdraw your consent for us to hold your email address for marketing purposes at any time and we will do so. This will usually be within

a day but will certainly be within a month. You can do this via the unsubscribe link in when you receive an email from us, or by contacting us through our website or one of our sales portals.

Security

All our systems and mailing list software are password protected using unique passwords and their use is restricted to managing orders or composing mailing list updates.

What happens if we breach data protection rules?

If a breach occurs, we will immediately change all passwords to our systems and mailing list software and report the breach to the ICO.

How to Contact Me

For purposes of EU data protection law, I, Richard Smith, am the data controller of your personal information. If you have any questions or concerns, you may contact me at Richard@madeaux.com.