

# Maple Framing Privacy Policy

## Introduction

Welcome to Maple Framing this policy explains how we handle and use your personal and business information and your rights in relation to that information.

Maple Framing Ltd is the controller of your personal and business information [a controller is the organisation that decides why and how your personal and business information is processed.

## Personal Information we collect about you

We receive personal information about you from our web site, telephone and in store if you request to go on the mailing list. We only collect personal information which we need and that is relevant for the purposes for which we intend to use it.

We collect the following information if you choose to give it to us in connection with your personal or business internet sales, telephone sales account sales, by post or in store, when exercising your legal rights or corresponding with us by phone, email or other means and is provided by you entirely voluntarily.

There are some circumstances where we need the information (pursuant to our contract with you) for example, where you have placed an order with us, we need to know where to deliver your order and to be able to take payment from you. If you do not provide us with this information we may not be able to provide our services to you or be able to interact with the way you would expect.

The information we collect about you - in store, online by phone, post or email:

Your Name, title and contact details (email address, telephone number and postal or delivery address).

Details of your orders and purchases.

Your marketing preferences.

Details of any transactions between you and us.

Information you give us when you contact us with a query or issue which is resolved or not.

When you visit our store we automatically collect footage of your self and companions on CCTV.

If you have purchased online we will record the date and time when the order was placed.

Details regarding when and how you consented to receive marketing communications from us (including the date you provided consent).

## **Use of personal information**

We use your personal and business information for a variety of reasons, you will only receive unsolicited email and mail from us if:

- a. we have obtained your details in the course of a sale or negotiation for a sale of our products provided you have not objected to receiving such email or mail. We will only send you marketing emails or mail that are based on similar products or services you have purchased from us and you will always have the opportunity to opt out at any time.
- b. if you have given consent to receive our marketing emails or post (you can opt out at any time).
- c. we do not share your personal or business information with any companies that would send marketing information.

## **Legal obligations which we have to comply**

We only will use your personal information to comply with our legal obligations :

To keep a record relating to the exercise of any of your rights relating to our processing of your personal and business information.

To take any actions in relation to health and safety incidents we receive relating to the services and products we provide.

## **When it is necessary for us to pursue a legitimate interest**

To fulfil and complete your orders, purchases and other transactions entered into with us.

To respond to correspondence you sent to us and fulfil the requests you make to us.

### **Administrative and technical aspects for our efficiency & effectiveness**

To administer our site and internal operations including testing and statistical purposes.

For the prevention of fraud and other criminal activities.

For network security in order for us to protect information against loss, damage, theft or unauthorised access.

To comply with a request from you if you exercise your rights i.e. if you have asked us not to contact you for marketing purposes, we will keep a record of this on our suppression lists in order to comply with your request.

To enforce or protect our contractual or other legal rights or to bring or defend legal proceedings.

To inform you of updates to our terms and conditions and policies and for any general administration, including managing your queries, complaints, or claims and to send general service messages to you if required.

## **Disclosure of your personal information by us**

We only disclose your personal information outside our business in very limited circumstances. If we do we will put in place a contract that requires recipients to protect your personal information, unless we are legally required to share that information. Any contractors or recipients will be obliged to follow our instructions.

We do not collect any information other than your title, name, email address, postal address and delivery address and phone number and the content of the order received.

We may disclose your information to our third party service providers, subcontractors (suppliers) for the purpose of providing services directly to you on our behalf including operation and maintenance of our site. Our suppliers can be categorised as follows:

Banks, payment providers and processors

Website provider

Insurers and insurance brokers

Legal services

Cloud software system providers and email database and marketing providers

CCTV administration (images only no sound)

Data Destruction providers

Delivery and mailing services providers

When using suppliers or delivery services we only supply the personal information that is necessary to provide their services i.e. title, name, address, phone number (if supplied) and email address (if supplied) to facilitate the delivery or service.

We are under a duty to disclose or share information in order to comply with any legal or regulatory obligation or request, including Police, Courts, tribunals or regulators including I.C.O.

## **Transfers of your personal information outside Europe**

The personal information you have given to us may be transferred or stored in a country outside the EEA (European Economic Area) if any of our servers are from time to time located in a country outside the EEA we will take steps to include contractual obligations on the recipient of your business or personal information to ensure they are subscribing to "International Frameworks" to ensure adequate protection.

## **Payment security and links to other websites**

Our site utilises industry standard 256 bit Secure Sockets Layer technology to allow for encryption of sensitive information like your name, address and other sensitive information. Your payment details are not collected through our site but direct through SagePay for Debit and Credit Cards and through PayPal for your PayPal payments so no financial information whatsoever is collected via our website. Refer to their respective Privacy Policies for their security details.

The website has a “remember me” facility which if you tick will only retain your Title, Name, email address, phone number and invoice addresses and delivery address.

This technology includes the following features:

Authentication which assures your browser that your data is being sent to the correct computer server and that the server is secure.

Encryption this encodes the data, so that it cannot be read by anyone other than the secure server.

Data integrity which checks the data being transferred to ensure it has not been altered.

The transmission of information via the internet is not completely secure; we will do everything possible to protect business and personal information during its transmission to us online. You accept the inherent security implications of using the internet and will not hold us responsible for any breach of security unless we are at fault.

If using a computer or terminal in a public location, always log out and close the browser then complete an online session for your security.

If you have linked to our site from a third party website we cannot be responsible for the privacy policies and practices of the owners and operators of that third party website and recommend that you check the policy of that third party website.

## **The periods we retain your business and personal information**

We do not hold your business and personal information in an identifiable means for any longer than is necessary for the purposes we collected it. We retain all information for 7 years for the regulatory bodies (Inland Revenue & Customs and Excise etc.).

The only exceptions to the periods mentioned are:

You exercise your right to have your Title, Business name, Name, address, phone and email erased and we do not need to hold it in connection with any of the reasons permitted or required under law.

In limited cases, a court or regulator require us to keep your business and personal name or a future law requires us to keep your information for a longer or shorter period.

## **Your business and personal information rights**

You have a number of rights in relation to your business and personal information under present law. We might ask you to verify your identity to help us search for your business or personal information. We will respond to you within 30 days after we have received this information. If you wish to exercise your rights please contact us using the details at the end of this policy.

You have a right to have your business or personal information corrected if not accurate and to have incorrect business and personal information corrected.

## **You can object to the processing of your business and personal information**

We rely on our legitimate interests as the legal basis for processing your business and personal information, you may object to us using your business name, name, address, delivery address, phone number and email address at the bottom of this policy, although we cannot erase information required for our accounts to the official enforcing regulators (i.e. Inland Revenue, Customs and Excise etc.).

You may object to using your email address and postal address (we do not post information but may do in the future) you can unsubscribe at any time as all emails have a one click removal which will automatically comply with your request. Or you can simply email and we will comply.

## **Withdraw consent to processing business and personal information**

We rely on your consent as a legal basis for processing your business and personal information; you can withdraw your consent by contacting us using the information at the end of this policy. If you wish to withdraw consent our use of your business and personal information before withdrawal is still lawful.

## **To restrict the processing of business and personal information**

You can ask us to restrict the processing of your business or personal information in the following cases:

If you believe it is unlawful for us to do so.

Where you have objected to the use of the business or personal information and an investigation is pending or you wish us to keep it in connection with legal proceedings.

## **To have your business and personal information erased**

You may ask us use for your business and personal information to be removed from our systems by emailing us at the address at the end of the policy. Unless the law requires us to keep the information (i.e. invoices, statements and copy orders for the regulatory bodies) we will make reasonable efforts to comply with your requests.

## **Request access to your business and personal information and how we process it**

You have the right to your business and personal information and ask for a copy of it.

Email or write to the details at the end of this document. We may be unable to provide with a copy if this concerns individuals or another lawful reason to withhold the information.

Electronically move, copy, transfer your personal data in a standard machine readable pdf format.

Where we rely on your consent as the legal basis for processing your business or personal information or need to process it (i.e. where you have ticked the box agreeing to our terms and conditions to enable us to process your order) you may ask us to provide you with a copy of that information in a structured data file which we will provide although no order would be processed without you accepting said terms.

## **Automated Decision Making and profiling**

We do not use these mediums in our data processing at all.

## **Changes to our Privacy Policy**

We will review our policy from time to time and if we make changes they will be notified to you by posting an updated version on the site. Please check this Policy regularly for changes and updates (last updated 20/05/2018).

## **Contact information**

You can contact by email or post regarding this policy.

To contact us for any reason and including rights regarding your business and personal information please email [email@mapleframing.co.uk](mailto:email@mapleframing.co.uk) or post to Data Protection Query, Maple Framing Ltd, 1 Sandiacre Road, Stapleford, Nottingham, NG9 8EX and we will answer your query where possible.

Maple Framing Limited is a limited company registration no 1499381 and registered office is:

1 Sandiacre Road, Stapleford, Nottingham, NG9 8EX, U.K.