

Birchington Fabrics Privacy Policy

Our contact details:

Name: David Burling and Patricia Pedrick, operating in partnership and trading as "Birchington Fabrics"

Address: 56a Station Road, Birchington, Kent, CT7 9RA

Phone Number: 01843 847171

E-mail: birchingtonfabrics@googlemail.com

Purpose of this privacy policy:

This privacy policy aims to give you information on how we collect and process your personal data when you purchase a product from us or make an enquiry regarding our products and services.

It is important that you read this privacy policy so that you are fully aware of how and why we are using your data.

The type of personal information we collect:

We will collect and process personal data when providing our products and services to you such as your name, address and contact information. We may also collect and process financial data including payment card details if you make a payment to us over the phone but we will not retain any financial data once payment has been taken.

Most of the personal data we process is information that has been provided to us directly by you during the order process to allow us to supply our products and services.

Processing personal data:

Your personal data will be stored and processed in accordance with all data protection laws in force in the UK.

We may share such information with third parties we need to engage to provide our products and services such as our installers and payment service providers or if we are required by a legal requirement to share such information or you have provided consent.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

The lawful basis we rely on for processing your personal data is that such processing is necessary for us to perform our contract with you and provide you with our products and services and that such processing is necessary for our legitimate business interests.

How we store your personal information:

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, tax, accounting or

reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, tax, accounting or other requirements.

Your data protection rights:

Under certain circumstances, you have rights under data protection laws in relation to your personal data:

Your right of access - to ask us for copies of your personal data and check that we are lawfully processing it.

Your right to correction - to ask us to correct personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete, though we may need to verify the accuracy of the new data you provide to us.

Your right to erasure - to ask us to delete your personal data in certain circumstances. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Your right to restriction of processing - to ask us to restrict the processing of your personal data in certain circumstances.

Your right to object to processing - to object to the processing of your personal data in certain circumstances.

Your right to data portability - to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.

Your right to withdraw consent – to ask us to stop processing where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

Please contact us using the contact details above if you wish to make a request.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

How to complain

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK regulator for data protection issues (www.ico.org.uk). We would, however,

appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

If we can't resolve your complaint, contact details for the ICO are as follows:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

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