

Privacy Policy

About this policy

This policy describes how we use your personal data when you use our website (www.alstons.co.uk) or when we provide goods or services to you, or if you contact us to make an enquiry about our goods and services. We have provided this policy to ensure that you understand what personal data we may collect and hold about you, what we may use it for and how we keep it safe. You have legal rights to access the personal data that we hold about you and to control how we use it which are also explained.

We use sub headings to help you find specific information that you may be looking for more easily, including information about:

[Who we are and how you can contact us](#)

[What personal data we collect about you](#)

[How we use your personal data](#)

[Personal data you are legally obliged to provide](#)

[Cookies](#)

[Your rights to know what personal data we hold and to control how we use it](#)

[Automated decision making and profiling](#)

[When we will share your personal data with others](#)

[How we keep your personal data safe](#)

[When we will send your personal data to other countries](#)

[How long we keep your personal data](#)

[How you can make a complaint](#)

[How we keep this policy up to date](#)

Who we are and how you can contact us

We are Alstons (Upholstery) Limited. Our registered company number is 00491171 and our registered address is at Albro Works, Gosbecks Road, Colchester, Essex, CO2 9JU.

You can contact us in writing at the registered address or by emailing gdpr@alstons.co.uk. If you would like to speak to us, please call us on 01206 765343. We have appointed a Data Privacy Team to oversee compliance with this Privacy Notice. The Data Privacy Team can be contacted using the same details.

Please refer to the sections on [Your rights to know what personal data we hold and to control how we use it](#) and [How to make a complaint](#) for further contact information.

What personal data we collect about you

We collect:

- **personal data that you provide to us.** The personal data that you provide to us may include your name, address, e-mail address, bank details and phone number. The ways in which you might provide this to us include completing the form on our website in which you request a fabric sample from us, completing the contact form on our website or if you contact us by email, telephone or in person in connection with goods and/or services that have been supplied by us.
- **personal data that we receive from third parties.** If we work with other businesses or use sub-contractors these parties may collect personal data about you which they will share with us. For example, if you have requested a fabric sample or placed an order through one of our customers, they might provide us with your name and contact details in order for us to be able to supply the fabric sample, fulfil the order, provide you with a spare part or otherwise service the product you purchased. We may also receive feedback from a sub-contractor we have instructed to help us provide you with goods or services that you have requested.
- **personal data about your use of our website.** This is technical information and includes details such as your IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, as well as details of how you navigated to our website and where you went when you left, what pages you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs).

How we use your personal data

We only use your personal data when the law allows us to. We have set out below, in a table format, a description of all the ways in which we plan to use your personal data and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Whilst we always want you to be aware of how we are using your personal data, this does not necessarily mean that we are required to ask for your consent before we can use it. In the day to day running of our business we may use your personal data without asking for your consent because:

- we are entering into and carrying out our obligations under a contract with you
- we need to use your personal data for our own legitimate purposes (such as the administration and management of our business and the improvement of our services) and our doing so will not interfere with your privacy rights

In exceptional circumstances we may wish to use your personal data for a different purpose which does require your consent. In these circumstances we will contact you to explain how we wish to use your data and to ask for your consent. You are not required to give consent just because we ask for it. If you do give consent you can change your mind and withdraw it at a later date.

Personal data you are legally obliged to provide

You are not under a legal obligation to provide us with any of your personal data but please note that if you elect not to provide us with your personal data we may be unable to provide our goods or services to you.

Purpose / Activity	Lawful basis for processing
To process and respond to any enquiries you make	(a) Performance of a contract with you (b) With your consent
To provide you with the information, products and services that you request from us or where you have requested this from our customers and the information has been passed to us as the furniture supplier	(a) Performance of a contract with you (b) With your consent
To manage and administer our business	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate business interests such as running our business, provision of administration and IT services, to keep our records up to date and to look at how our clients use our services.
To review and improve our goods and service	(a) Necessary for our legitimate business interests such as looking at how our clients use our services, developing our goods and services, growing our business and to inform our marketing strategy

<p>To instruct a third party or sub-contractor to provide a service on our behalf, for example we use a third-party to carry out servicing and repairs of products, a third-party provider of cloud-based storage to store information regarding servicing of products and a delivery contractor to deliver products to you</p>	<p>(a) Performance of a contract with you</p>
<p>To administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes</p>	<p>(a) Necessary for our legitimate business interests such as running our business, the provision of administration and IT services and network security.</p> <p>(b) Necessary to comply with a legal obligation</p>
<p>To improve our website to ensure that content is presented in the most effective manner for you and for your computer or mobile device</p>	<p>(a) Necessary for our legitimate business interests such as to keep our website updated and relevant and to develop our business.</p>
<p>As part of our efforts to keep our site safe and secure</p>	<p>(a) Necessary for our legitimate business interests such as running our business and our network security.</p> <p>(b) Necessary to comply with a legal obligation</p>

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our website. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie policy https://www.alstons.co.uk/privacy-policy.html](https://www.alstons.co.uk/privacy-policy.html)

Third party Links

You may find links to third party websites on our site. The operators of those websites will apply their own privacy policies and you should check them before you use them or submit any data to them.

We are not responsible for their policies or the way they use your data or cookies, and we will not be liable for any loss, damage or distress you may suffer or incur as a consequence.

Your rights to know what personal data we hold and to control how we use it

You have a legal right to know what personal data we hold about you - this is called the right of subject access. You can exercise this right by sending us a written request at any time. Please mark your letter “**Subject Access Request**” and send it to us by post or email using the details in the [Who we are and how you can contact us](#) section.

You also have rights to:

- prevent your personal data being used for marketing purposes.
- have inaccurate personal data corrected, blocked or erased
- object to decisions being made about you by automated means or to your personal data being used for profiling purposes
- object to our using your personal data in ways that are likely to cause you damage or distress
- restrict our use of your personal data
- require that we delete your personal data
- require that we provide you, or anyone that you nominate, with a copy of any personal data you have given us in a structured electronic form such as a CSV file

You can find full details of your personal data rights on the Information Commissioner’s Office website at [ww.ico.org.uk](http://www.ico.org.uk).

Marketing

We do not use your personal data for direct marketing purposes.

Automated decision making and profiling

We do not make use of automated decision making or profiling.

When we will share your personal data with others

We share your data with the following people in the day to day running of our business:

- any business partners, suppliers and sub-contractors we work with to provide you with goods or services that you have requested from us. In particular we use a third party to carry out servicing and repairs of our products, and we will need to pass your name, contact details and details of the products you purchased to this third-party in order that they can carry out such servicing or repairs.
- we also use a third party provider of cloud-based storage to store information regarding servicing of products and we will pass your name, contact details and details of the servicing request to this third party.
- we also use a delivery contractor to deliver products to you, and this contractor will receive your name and address in order to make the delivery to you.
- analytics and search engine providers that assist us in the improvement and optimisation of our site

We may also share your personal information with third parties on a one-off basis, for example, if:

- we sell or buy any business or assets (including our own), in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.
- we are under a duty to disclose or share your personal data in order to comply with any legal obligation.

How we keep your personal data safe

We take every care to ensure that your personal data is kept secure. The security measures we take include:

- only storing your personal data on our secure servers or secure third party servers
- ensuring that our staff receive regular data security awareness training

- keeping paper records to a minimum and ensuring that those we do have are stored in locked filing cabinets on our office premises
- maintaining up to date firewalls and anti-virus software to minimise the risk of unauthorised access to our systems
- enforcing a strict policy on the use of mobile devices and out of office working

Unfortunately, sending information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of personal data sent to our website; you send us personal data at your own risk. Once we have received your personal data, we will use strict procedures and security features (some of which are described above) to try to prevent unauthorised access.

When we will send your personal data to other countries

Your personal data will not be transferred to any organisation which is based outside of the EEA.

How long we keep your personal data

We only keep your personal data for as long as we actually need it. We have set out below further information about how long we keep your data for in practice:

- Your name, contact details and details of the products and / or services we have provided to you will be kept for the duration of your furniture warranty plus one year where we have processed this information because we have provided goods or services to you. This allows us to ensure that we can carry out our obligations arising from any contract entered into between you and us and to deal with any queries you may have about the products or services;
- Where you request a fabric sample from us your name and contact details will be kept for 30 days from the date of receipt of your request. This allows us to deal with any subsequent queries that may arise;
- Where you send a request to identify your nearest retailer via our website to us your name and contact details will be kept for 30 days from the date of receipt of your request. This allows us to deal with any subsequent queries that may arise;
- Where you send a request for a brochure via our website to us your name and contact details will be kept for 30 days from the date of receipt of your request. This allows us to deal with any subsequent queries that may arise;

Please note that we may anonymise your personal data or use it for statistical purposes. We keep anonymised and statistical data indefinitely but we take care to ensure that such data can no longer identify or be connected to any individual.

How you can make a complaint

If you are unhappy with the way we have used your personal data, please contact us to discuss this using the contact details set out in the [Who we are and how you can contact us](#) section above.

You are also entitled to make a complaint to the Information Commissioner's Office which you can do by visiting www.ico.org.uk. Whilst you are not required to do so, we encourage you to contact us directly to discuss any concerns that you may have and to allow us an opportunity to address these before you contact the Information Commissioner's Office.

How we keep this policy up to date

We will review and update this policy from time to time. This may be to reflect a change in the goods or services we offer or to our internal procedures or it may be to reflect a change in the law.

The easiest way to check for updates is by looking for the latest version of this policy on our website (www.alstons.co.uk) or you can contact us (see [Who we are and how to contact us](#)) to ask us to send you the latest version of our policy.

Each time we update our policy we will update the policy version number shown at the end of the policy and the date on which that version of the policy came into force.

This privacy policy came into effect in May 2018.