



PRIVACY POLICY

Caversham Tiles (also trading as Wokingham Tiles and Altwood Tiles, herein known collectively as Caversham Tiles) is committed to protecting your privacy. We understand that your privacy and the security of your personal information is extremely important. This policy sets out what we do with your personal information, what we do to keep it secure, from where and how we collect it, as well as your rights in relation to the personal information we hold about you.

If you have any requests concerning your personal information or any queries with regard to our processing, please contact us <mailto:info@cavtiles.co.uk>

Use of your information and your preferences

Caversham Tiles will only process (collect, store and use) the information you provide to us in a manner compatible with the EU's General Data Protection Regulation (GDPR). We are committed to ensuring that the information we collect, and use is appropriate for the purposes listed below and does not constitute an invasion of your privacy. We are also committed to applying rigorous security measures when managing your data to minimise the risk of unauthorised access or disclosure

Consent

By applying for a trade account, filling in a contact form on our website, www.cavtiles.co.uk, or supplying your details at point of sale, you agree and accept that we may gather, process, store and/or use the personal data submitted in accordance with the terms below.

You have the right to withdraw your consent at any time. To withdraw consent for the storage and processing of your data, please write to: info@cavtiles.co.uk

Personal Data Collected

When you take out a trade account or purchase from us as a trade or retail customer, the following personal data is collected and processed in accordance with purpose and legal basis described above: title, first name, last name, postal address, contact telephone numbers, email. We may also collect company registration number and VAT registration number for trade customers.

If you follow any of our social media channels Caversham Tiles may process information from your social networking profile, but only if you consent to allow your social networking site to make information available.

Caversham Tiles can confirm to you the details of any personal data we hold about you and how it is processed on your request. You may also ask us to correct or delete personal information we hold about you at any time, so long as this information is not required to fulfil our service to you.

For more information, request your details or advise us of any changes, please either:

- Send an email to: info@cavtiles.co.uk or;
- Write to us at: Caversham Tiles, 55 Donkin Hill Caversham, Reading RG4 5DG

We may require that your request is accompanied by a photocopy of proof of identity or authority, such as a driving license or passport.

Personal data collected by us via our website or on our point of sale system is processed stored and protected on our behalf by Infosysco, Kimmeridge House, Dorset Green Technology Park, Dorchester, Dorset, DT2 8ZB info@infosysco.co.uk

Our legal basis for processing your personal information

Whenever we process your personal information, we have to have something called a “legal basis” for what we do. The different legal bases we rely on are:

- **Consent:** You have told us you are happy for us to process your personal information for a specific purpose – i.e. processing your order.
- **Legitimate interests:** The processing is necessary for us to conduct our business, but not where our interests are overridden by your interests or rights.
- **Performance of a contract:** We must process your personal information in order to be able to provide you with one of our products.
- **Prevention of fraud:** Where we are required to process your data in order to protect us and our customers from fraud or money laundering;
- **Vital interests:** The processing of your personal information is necessary to protect you or someone else’s life;
- **Public information:** Where we process personal information which you have already made public;
- **Legal claims:** The processing of your personal information is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity; and
- **Legal obligation:** We are required to process your personal information by law.

We use the personal data submitted to us only in accordance with the applicable data protection legislation. Our employees and third-party providers are under an obligation to respect your data privacy.

Marketing

We may send you marketing information by e-mail or SMS about products and services which we believe may be of interest to you. By signing your trade account application or giving your details at point of sale you give your consent to receiving marketing information. However, we will always provide the ability to review, change your preferences or unsubscribe with immediate effect. You can also make your request via email to info@cavtiles.co.uk

Third party disclosures

Your information may be passed to and used by all Caversham Tiles companies. We will only pass your personal data on to third-party service providers contracted to Caversham Tiles for the purpose of providing our service to you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide you on our behalf. When they no longer need your data to fulfil this service, they will dispose of your details in line with Caversham Tiles procedures.

We will never pass your personal information to anyone else, except where we are required or permitted to do so by law, for any successors in title to our business and suppliers that process information on our behalf both in the UK and abroad. We may also use and disclose information in aggregate (so that no individual customers are identified) for marketing and strategic development purposes.

Cookies

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer browser from a website's computer and is stored on your device's hard drive in the form of a text file.

Cookies are used to control an online session and provide security such as a time-out function. Caversham Tiles do not at present use cookies on our own company website.

Third Party Cookies: Google Analytics

Caversham Tiles use Google Analytics for SEO purposes and to improve their online marketing efforts. For a detailed explanation of how Google Analytics cookies work please visit -

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Other web sites

Our web site may contain links to other web sites, which are outside of our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you which will be used by them in accordance with their privacy policy, which may differ from ours.

Data Retention Period

Credit Account Customers

If you apply for a trade credit account, we will perform searches with credit reference agencies for more information and details about how credit reference agencies, us and other lenders use your information please see the additional information sheet called “Credit Reference Agency Information”

Caversham Tiles will securely retain data from trade account customers for as long as you hold an account with us. On termination of your account, Caversham Tiles will instruct its designated processor to store your personal data for a maximum period of 7 years for the purposes of responding to you in the event of any future queries that may arise. After this period, your personal data will be anonymized to prevent you from being identified from the information we hold. The anonymized data may be used for business analysis purposes after you are no longer an account holder.

Trade and Retail Customers

Caversham Tiles will retain limited data through the point of sale system (name address telephone number) which is backed up to our secure server for a maximum period of 7 years for the purposes of responding to you in the event of any future queries that may arise. After this period, your personal data will be anonymized to prevent you from being identified from the information we hold. The anonymized data may be used for business analysis Payment information, i.e. card details will not be retained once the order has been processed and completed.

We will keep your personal information for the purposes set out in this privacy policy and in accordance with the law and relevant regulations. We will never retain your personal information for longer than is necessary. In most cases, our retention period will come to an end 7 years after the end of your relationship with us.

Your rights

You have a number of rights under data protection legislation, which, in certain circumstances, you may be able to exercise in relation to the personal information we process about you.

These include:

- the right to access a copy of the personal information we hold about you;
- the right to correction of inaccurate personal information we hold about you;
- the right to restrict our use of your personal information;
- the right to be forgotten;
- the right of data portability; and
- the right to object to our use of your personal information.

Where we rely on consent as the legal basis on which we process your personal information, you may also withdraw that consent at any time.

If you are seeking to exercise any of these rights, please contact us using the details in the “Contact Us” section below. Please note that we will need to verify your identity before we can fulfil any of your rights under data protection law. This helps us to protect the personal information belonging to our customer against fraudulent requests.

Keeping you informed about our products and services

We would like to tell you about the great offers, ideas, products and services of ICaversham Tiles from time to time that we think you might be interested in. Where we have your consent or it is in our legitimate interests to do so, we may do this through the post, by email, text message or by any other electronic means.

We won't send you marketing messages if you tell us not to. If you wish to amend your marketing preferences, please email info@cavtiles.co.uk

Please note that it can take up a little while for all marketing to stop once you either withdraw your consent or tell us you'd like to opt out of marketing. This is because some marketing may already be in transit.

Security

We take protecting your personal information seriously and are continuously developing our security systems and processes. Some of the controls we have in place are:

- We limit physical access to our office space and user access to our systems to only those that we believe are entitled to be there;
- We use technology controls for our information systems, such as firewalls, user verification, strong data encryption, and separation of roles, systems & data;
- Systems are proactively monitored through a “detect and respond” information security function;
- We utilize industry “good practice” standards to support the maintenance of a robust information security management system; and
- We enforce a “need to know” policy, for access to any data or systems.

Your rights as a data subject

At any point while we are in possession of or processing your personal data, you, the data subject, have the following rights:

- Right to be informed – you have the right to know how your personal data is being used.

- Right of access – you have the right to request a copy of the information that we hold about you.
- Right of rectification – you have the right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – if you believe the basis for processing your data no longer applies or if you contest the accuracy of the information we hold about you, you have a right to request restrictions to the processing of your data.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to not be subject to the legal effects of any automated processing or profiling.

Note that if Caversham Tiles refuses a request from you under rights of access, we will provide you with a reason as to why. Caversham Tiles reserves the right to charge a fee in the event of complex, trivial and/or repetitive access requests.

Finally, if a data breach occurs which compromises your personal data, you have a right to be informed within 72 hours of us first becoming aware of the breach.

The Right to Complain

If you believe that your data is being processed unfairly or you have any other concerns about the way that Caversham Tiles or its designated processor is handling your data, you have the right to complain to the Information Commissioners Office (ICO). Please visit www.ico.org.uk for more information.

Privacy Policy Changes

Caversham Tiles reserves the right to update this Privacy Policy at any time, in particular pursuant to any changes made to the laws and regulations in force. We would recommend that you check these rules from time to time to stay informed of our procedures and rules relating to your personal information.

Contact Us

If you have questions relating to this privacy policy, you can:

- Send an email to info@cavtiles.co.uk
- Write to us at: Caversham Tiles 55 Donkin Hill Caversham, Reading RG4 5DG