

## **Privacy Policy**

Fab Home Improvements Ltd is committed to protecting the privacy and security of your personal data. Fab Home Improvements Ltd is a data controller for any personal information that you provide to the company, which means it is responsible for determining how information relating to you is processed, stored, and shared, as applicable.

It is important that you read this privacy policy so that you are fully aware of how and why we are using your data. Fab Home Improvements Ltd websites are intended for persons over the age of 16 and we do not knowingly collect data relating to children.

### **The type of personal information we collect**

#### **We currently collect and process the following information:**

- Your name, address, and full contact details; including telephone numbers and email addresses.
- Your employment status, salary, and homeowner status in relation to any finance application.
- Details relating to your property and its location and proximity to conservation areas.
- Marketing consent records and removal requests.
- Recording of telephone calls received or made by the company.
- Website visitor and usage information; including use of cookies.
- CCTV recordings of individuals visiting any of its company offices or showrooms.
- Records relating to handling and responding to customer complaints.
- Sensitive Personal Information in extremely rare circumstances may be required in connection with handling complaints or concerns relating to a person's legal capacity and/ or to assess vulnerability claims.

#### **How we get your personal information and why we collect it:**

- This privacy policy aims to give you information on how we collect and process your personal data that you provide and covers any interaction you may have either on the telephone or in person. We collect personal information relating to you directly from you. On rare occasions, the company may also collect information from recognised third parties whom the customer has identified and explicitly provided their written authorisation for this company to engage with on their behalf or as their legal proxy.
- We will use your personal information in the following circumstances:
  - o To perform or enforce our contractual obligations to you.
  - o Where it is necessary for our legitimate interests or those of a third party and your interests and fundamental rights do not override those

- interests.
- o As required by UK law

### **Our purposes for processing your data**

- Administration and performance of our contract with you to supply and provide the goods and services specified on our order.
- To provide you with a sales quotation and details of all available payment methods options which you could use to pay for your order.
- If application, to process an application for finance.
- Keeping you informed and issuing marketing information about other products and services offered by the company.
- In connection with the transference of any product warranty to a named third Party.

### **Sensitive Personal Data**

- There may be instances where it is necessary for you to share information with us containing special categories of personal information or 'sensitive personal data'.
- This relates to things such as details of medical conditions which you may need to share with us, so we are able to meet your specific requirements when providing our goods and services.
- Due to the sensitive nature of this information, we will only take it from you if you have given us your explicit consent and it is necessary for us to do so. We will also inform you of what we will do with this information and who we will share it with.

### **Use of Cookies**

- If you visit our website, we may use cookies where appropriate to gather information about your computer and your general interests to enable us to improve our website and target marketing appropriately.
- A cookie is a small file placed on your computer/device. It enables our website to identify your device as you view different pages on our website, but they do not identify you personally as they contain no personal information about you.

### **We may use cookies to:**

- Analyse our web traffic using an analytics package to improve the website structure, design, content, and functions for our customers.
- Test or trial customer content on our website.
- Store information about your preferences and choice so you are shown relevant and applicable information when you return to our website in the future.
- You can use your web browser's cookie settings to determine how our website uses cookies on your device. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.
- However, please note that doing this may affect how our website functions and some pages and services may become unavailable until you re-enable the use of cookies on your device.

- To learn more about cookies and how they are used, visit website:  
<https://www.allaboutcookies.org/>.

### **Who has access to your data**

- We may share your personal information with third parties where required by law, where it is necessary to administer the contract(s) we have entered with you, or where we have another legitimate interest in doing so.
- Recipients of your data may include third-party service providers, other related business entities, a regulator, or to otherwise comply with the law.
- If you choose to fund your purchase with us using one of the finance products we offer to our customers as a credit broker on behalf of lenders, we will share your data with the relevant lender, so they are able to process your finance application.
- Where we do so, we will require third parties to respect the security of your data and to treat it in accordance with the law.

### **Data Retention**

- Your information is securely stored in our office, at [3 Rowson Street, New Brighton, Wirral, England, Ch45 5AR].
- We keep personal data for long enough for it to be processed for its stated purpose. We will then dispose of this information.
- We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used, or accessed in an unauthorised way, altered or disclosed.
- In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need to know.
- We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.
- 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, regulatory, 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 to 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, regulatory, tax, accounting or other requirements.
- In some circumstances you can ask us to delete your data: see your legal rights below for further information.
- In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

### **Automated decision-making & Profiling**

- We do not conduct any automated decision-making or profiling activities.

### **Your Legal Rights**

- Your data protection rights-Under data protection law, you have rights including:
  - Your right of access - You have the right to ask us for copies of your personal information.
  - Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
  - Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
  - Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
  - Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
  - Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.
- Please contact us if you wish to make a request.

### **How to complain**

- If you have any concerns about our use of your personal information, you can make a complaint to us for data protection queries].
- You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

### **Changes to this Privacy Notice**

- The Company reserves the right to update this privacy notice at any time. You can request the most up to date version from us at any time by contacting us on the contact details below. Please contact us if you have any issues or enquiry relating to this notice.

**Date:30/12/2023**