



PRIVACY NOTICE FOR CAMELOT REAL FIRES LTD

10/10/2018

Introduction:

This privacy notice sets out how Camelot Real Fires collects and processes your personal data when you use our services and this website <https://www.camelotrealfires.co.uk>.

Camelot Real Fires intends to manage your personal data respectfully, to keep it secure and only use it for the purposes for which it has been provided.

Camelot Real Fires Limited is the data controller and is responsible for your personal data.

Our Contact Details:

Company: Camelot Real Fires Limited

Data Protection Officer: Paul Shaw

Email: paul@camelotrealfires.co.uk

Address: Camelot Real Fires, Hatfield Bank, Norton, Worcestershire, WR5 2PZ

Telephone: 01905 820181

Camelot Real Fires is not registered with the Information Commissioner's Office (ICO – <https://ico.org.uk/>) at this time.

What Data We Collect About You, Purpose and Grounds for Processing

Personal data is any information identifying you as an individual.

We may process different personal data about you, depending on whether you contact us to make an enquiry about our open fires, purchase a service or order a product from us or are referred by a professional.

Types of Data Collected and Purpose

Identity Data – when you contact us about our services we process basic data such as your first name and surname. The lawful grounds for this processing are our legitimate interests which in this case are to enable us reply to communications sent to us and keep records.

Communication Data – when you contact us about our services we process basic data such as your location, contact information and any other information you choose to provide regarding the nature of your enquiry so that we can respond to your enquiry and communicate with you, and for record keeping. The lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, and keep records.

Customer Data – if you purchase a service or product from us we may process data in relation to this purchase including your name, billing address, delivery address, contact details, purchase and card or bank details. We process this to supply the goods or services you have ordered, and for record keeping purposes. The lawful ground for this processing is the



performance of a contract between you and us. We never record or store and card or bank details you may share with us.

Technical Data – we may process data about how you use our website via our analytics tracking system provided by Google. The lawful ground for this processing is our legitimate interests, enabling us to run our website and business effectively

Marketing Data – if you sign up for or become a customer we may process your contact data (name and email) in order to send you our marketing newsletter. The lawful ground for this processing is our legitimate interests which are to grow our business and keep you informed of our activities.

Other - We may also collect your personal data if a professional contacts us about our products on your behalf, for example architect, interior designer, builder, chimney sweep, open fire re-seller. The lawful ground for this processing is the performance of a contract between you and your professional contact.

Sensitive Data

We do not collect any sensitive data from you.

How We Collect Your Personal Data

We usually collect data directly from you when you contact us by completing the contact form on this website, by phone, email, text, letter or any other form of communication at the point you enquire with us about our open fire services and products.

If you call us via our reception your contact details will be taken by a company who acts on our behalf (details available on request) who adhere to data protection guidelines and pass on your enquiry information to us.

In some circumstances a professional may contact us on your behalf and share your personal data with us, such as your name and contact details.

We may receive your data from third parties such as analytics providers (Google analytics plus others) and data you provide to advertising companies in response to our online advertisements or advertisements in publications.

Disclosure of Your Personal Data

Your personal data is kept confidential. If you purchase a service or products from us we may share your personal data with the following:

- Internal employees and sub-contractors.
- Third Parties service providers – i.e - HETAS (Heating Equipment Testing and Approval Scheme UK) as part of the required registration and certification process for your fire, delivery companies for delivery of our products, World Pay regarding financial transactions.

IT providers – who provide our IT and email services

Financial – professionals who supply services to us such as book keeper and accountant



International Transfers

We may share your personal data with third party service providers based outside the European Economic Area (EEA) which means your personal data will involve a transfer of data outside the EEA.

Where we transfer your personal data outside out of the EEA this is with recognised service providers who are responsible for their GDPR compliance and data security. These are typically US-based and are part of the EU-US Privacy Shield (Constant Contact, Dropbox, Zoho, icloud, Google Analytics, our email provider) which has similar standards regarding data protection as in the EEA.

Data Security

We have put in place security measures to keep your personal data secure. We are a small business employing or sub-contracting to a small number of staff who have access to your personal data as determined by their role within or for the business: they are fully aware of the need to keep this information secure and confidential. No information is removed or copied from our business systems or records.

Data Retention

We keep your personal data for 7 years in order to meet any legal or insurance requirements.

For tax purposes we are required to keep relevant information about our customers for 7 years after they cease to be a customer.

Marketing Communications

We may process your personal data (your name, phone, address and email) to send you marketing communications, specifically our regular newsletter either where you have consented to this or where you are a customer for our legitimate interests.

We may also process your personal data (as above) to maintain and develop contact with you in response to your enquiry to us.

You can at any time opt out of receiving our newsletter or any other marketing communications by emailing unsubscribe@camelotrealfires.co.uk with your full name or clicking the link on the bottom of our e-newsletters.

Your Legal Rights

Under the General Data Protection Regulations (GDPR) effective from May 2018 you have the following rights regarding your personal data:

Right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and to withdraw consent.

You can read more about these rights at: <https://ico.org.uk/your-data-matters/>

Please contact us on paul@camelotrealfires.co.uk if you would like to exercise your rights in relation to the personal data we hold in relation to you.



If you would like access to your personal data we will aim to respond within one month where this is reasonable, without any charge.

If you are not happy with how we collect or process your data

If you are not happy with how we collect or process your personal data, you have the right to complain to the ICO. Please do contact Paul Shaw in the first instance so that we can try and resolve any issues.

Third Party Links

There may be links to external pages from this website, if you follow these links please read the privacy notice for these sites.

If you have any question about how we process your data

If you have any questions relating to this privacy notice or how we process your personal data, contact Paul Shaw when you make an enquiry with us.