

Privacy Notice

This Privacy Notice sets out what personal data The SH Blind Company Ltd holds regarding data processing activities and explains why and how we collect, store and process Personal Data under the General Data Protection Regulations (the Regulation) together with our terms and conditions. This notice applies to customers, suppliers, visitors and third parties (together referred to as “you”). The SH Blind Company Ltd is committed to ensuring that we process this information in a correct, fair and lawful manner, respecting the legal rights, privacy and trust of all individuals with who it deals. We may update this Privacy Notice at any time.

Who is the Controller

The SH Blind Company Ltd is the controller for the purposes of data protection law. This means that we are responsible for deciding how we hold and use personal data about you. We have appointed a Data Protection Lead, Susie Watson, Managing Director who will act as your first point of contact if you have any questions or concerns about data protection.

What type of personal data do we hold about you?

Personal data means any information relating to a living individual who can be identified (directly or indirectly) by reference to an identifier (e.g. name, telephone number, email address). It can be factual e.g. contact details such as customer number, business address or information that may otherwise impact that individual in a personal or business capacity. We hold and use various types of personal data about you, including for example but not limited to, biographical details e.g. name, address (business or personal depending on the details provided to us), job title, business bank details. We may also hold other personal data such as CCTV images if you are visiting our premises. We are also often provided with contact details belonging to end consumers e.g. the customer of our customer. Generally, this is for online customers and the data collected is normally name, home address, telephone number and email address. In this instance, The SH Blind Company Ltd is then the Data Processor. We ensure we meet our obligations as a Data Processor in accordance with GDPR by outlining this in a specific Data Processor Agreement. Data protection law divides personal data into two categories, ordinary personal data and special category. Special category data relates to ethnic origin, physical or health conditions, biometric data for example. We do not process special category information about you. You are not obliged to provide us with your personal information, however, if you do not, we might not be able to carry out the services you have requested of us. This also applies to personal data belonging to others that is provided to us by you.

Why do we hold your personal data and on what legal grounds?

We hold your ordinary personal data for the purpose of the business relationship and contract, as per our terms and conditions which is in our legitimate interest. Data Protection law specifies the legal grounds on which we can hold and use personal data. Most commonly we rely on one or more of the following legal grounds when we process your personal data: consent, legitimate interests or contract. Where we process your data solely on the basis of consent, you are entitled to withdraw your consent at any time. This will not affect the lawfulness before the withdrawal.

How do we use your data?

We use your personal data to for the legitimate purpose of the business relationship to enable us to provide goods and services to our customers. Other examples include, but are not limited to:

- Respond to email enquiries
- Send business information and marketing promotions and publications
- Provide you with information about other services we offer that are like those you have already requested or enquired about
- Notify you of upcoming events
- Notify changes to terms and conditions

Who do we share your personal data with?

We will only share your personal data with third parties where we have an appropriate legal ground under data protection law which permits us to do so or so that they can provide services such as financial or administrative services about the operation of our business, for example courier partners, and to any person (where necessary) in connection with their services, such as but not limited to legal representatives, debt recovery or regulatory authorities. We will take reasonable steps to ensure those third parties comply with their obligations under GDPR when they handle your personal information and ensure they are only authorised to use personal information for the limited purposes specified to them.

Data Security

We take our data security responsibilities seriously, ensuring we have the most appropriate organisational and technical measures to protect data. To ensure this, we have developed a Data Protection Policy which outlines our obligations under data protection and details how we will comply with these requirements. We may store your information in different places, for example internal systems stored on our secure servers, on email or paper filing systems.

Data Retention

We will not keep your personal data for longer than we need it for our legitimate purposes, however we take into account the following criteria when determining the appropriate retention period for data: the amount, nature and sensitivity of the personal data, the risk of harm from unauthorised use or disclosure, the purpose for which we process your personal data, how long it might be relevant for possible future legal claims or any applicable legal, accounting, reporting or regulatory requirements that specify how long certain records must be kept. More specifically, we will ensure we retain personal data in connection with any warranty periods for our goods and services. Retention periods may differ and therefore we will retain personal data for the longest period. We do not use profiling or solely automated decision making or transfer personal data outside the EEA.

Your rights •

- You have the right to make a subject access request. This enables you to receive certain information about how we use your personal data as well as to receive a copy of it and to check we are processing it lawfully.

- Request that we correct incomplete or inaccurate personal data we hold about you.
- Right to request that we delete or remove personal data about you
- Right to restrict our processing of your data.
- Right to request that we transfer your personal data to you in a structured format. If you would like to exercise any of these rights, please contact the Data Protection Lead in writing.

Note that these rights are not absolute and in some circumstances we may be entitled to refuse some or all of your request.