

# PRIVACY POLICY

## About us

In this privacy policy, references to “we”, “us”, Made of Wood Ltd a limited company incorporated and registered in England and Wales (company no. 10699342) whose registered office is at Craven House Ground Floor 40-44 Uxbridge Road, Ealing, London, W5 2BS.

## Privacy policy

We understand the importance of maintaining your privacy, keeping your personal information secure and complying with data protection laws.

We are the data controller of any personal information you provide to us. This means that we are responsible for complying with data protection laws. This privacy policy describes what personal information we may collect from you, why we use your personal information and more generally the practices we maintain and ways in which we use your personal information.

By providing your personal information to us, you acknowledge that we may use it in the ways set out in this privacy policy. We may provide you with further notices highlighting certain uses we wish to make of your personal information. We give you the ability to opt-in or opt out of selected uses such as marketing when we collect your personal information.

We may collect information from you about other people, for example family members or colleagues. If you give us information about another person, it is your responsibility to ensure and confirm that:

- you have told the individual who we are and how we use personal information, as set out in this privacy notice; and
- you have permission from the individual to provide that personal information to us and for us to use it, as set out in this privacy notice.

*Our Privacy Policy is divided into 13 sections to help you concentrate on the area that you are interested in.*

## Why we need and how we use your personal information

We only collect and store your information where we have lawful grounds and legitimate reasons to do so.

We collect, use and store your personal information in order to provide quotes and fulfil orders and contracts for our products and services.

It may also be used to verify your identity, and to process payments.

We may monitor emails and other communications with you and when you contact us, we will keep a record of that correspondence and any information provided to us in that or subsequent communications.

Under data protection laws, for each purpose we must be able to rely on a legal ground to justify why we are using your (non-sensitive) personal information. The legal grounds that we may rely on are:

### *For processing (non-sensitive) personal information*

#### *Performance of our contract with you*

- Processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract

#### *Compliance with a legal obligation*

- Processing is necessary for compliance with a legal obligation to which we are subject. Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by your interests or fundamental rights and freedoms which require protection of personal information.

#### *For our legitimate interests where these do not cause you undue harm*

Our main legitimate interests for using your personal information are:

- to enable us to sell and distribute our products and services
- to promote our products and services

When we use your sensitive personal information (for example information about your religious beliefs, criminal convictions, political opinions or health) we must be able to rely on an additional legal ground. The additional legal grounds that we may rely on in these instances are:

### *For processing sensitive personal information*

#### *Your explicit consent*

- You have given your explicit consent to the processing of your sensitive personal information for one or more specified purposes.
- You may withdraw your consent at any time by contacting us. If you do so, you may not be able to receive the benefit of some of our services where in order to provide them, we rely on your explicit consent to process your sensitive personal information.

#### *For legal claims*

- Processing is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity

#### *You have made this information public*

- You have made your sensitive personal information manifestly public.

## Nature of personal information

Personal information is any information that may identify a living individual. We collect personal information such as name, email addresses, telephone numbers, date of birth, financial details, IP addresses, or employment details, depending on the nature of the product or service we are providing.

We may collect, use and store sensitive personal information (so called special categories of data), such as criminal convictions, medical conditions or information about your religious beliefs (for example, where you have expressed a specific dietary requirement which is indicative of such beliefs) as necessary in relation to services we are providing. This information may be shared with other third-party service providers. Where necessary we shall obtain your consent to the processing of such information.

#### *We may collect information from:*

- Present, past and prospective customers
- Employees of companies and other third parties who we work with
- Users of the Made of Wood Ltd websites
- Others who have contact with the Made of Wood Ltd

*We might collect your personal information if:*

- You or your employee asks to be part of a mailing or marketing campaign
- You register (or someone on your behalf registers you) to attend a Made of Wood Ltd event
- You subscribe (or someone on your behalf subscribes for you) to receive marketing communications from us
- You enquire about our products and services but do not become a customer
- You use our website (for more information please see cookie info on our website)

*Where you have registered for an Made of Wood Ltd event we may use your personal information to:*

- Process bookings
- Send you the relevant information pack and to confirm details
- Include your name on the delegate list which is available to other delegates (unless you have indicated to us that you do not want your details to appear on such lists) and third parties such as event organisers, exhibitors and speakers
- To produce name badges
- To make necessary security, catering and all other event related arrangements and
- For any other necessary purpose related to the running of our events

#### **How we collect your information**

We may collect your non-sensitive personal and sensitive personal information:

- Face-to-face (directly from you)
- By telephone
- By email
- Via our website (including through the use of cookies- see cookie info on our website)
- Via eBay site
- Via our social media accounts such as Facebook, Instagram, Pinterest, etc.
- Via the key contact at your organisation
- From individuals or colleagues who have registered you for an event
- From delegate lists obtained from third party events
- From people working on our behalf
- From third parties to verify your identity and the accuracy of the information you have provided
- From publicly available sources including but not limited to internet search engines, public records and registers and social media (e.g. LinkedIn and Twitter)
- From third parties including but not limited to industry associations and mailing lists

#### **Sharing Information**

We may disclose your personal information to the third parties listed below for the purposes described in this privacy policy. You can contact us for details of specific disclosures made in respect of your personal information. The third parties listed below will only use your personal information under our strict instruction and are under an obligation to ensure appropriate security measures are in place.

- Carriers
- Insurers
- IT service providers

- Event organisers, event exhibitors and any other such third parties who are involved in organising or contributing to Made of Wood Ltd events
- Survey facilitators
- Providers of software and IT systems
- Government departments
- Regulators

*We may also disclose your personal information to other third parties where:*

- The disclosure is required by law or by a regulator with authority over us or you, such as where there is a court order or statutory obligation; or
- We believe that such disclosure is necessary in order to assist in the prevention or detection of any criminal action or is otherwise in the overriding public interest.

We never share your information outside our organisation for marketing purposes.

#### **Marketing**

We are committed to only sending you marketing communications that you have expressed an interest in receiving. Emails may include:

- Regulation and legislation updates
- Technical updates
- General updates
- Updates on services, events and products
- Where you have registered for an event, we and/or approved third parties may also send you marketing emails relating to the event that you have registered for.

You can unsubscribe from such emails at the time of registering for a service or event or at any time subsequently by clicking the unsubscribe link at the bottom of any email or by contacting us.

#### **How we protect your personal information**

Made of Wood Ltd is committed to keeping your personal information secure. We keep your personal information in secure servers within the EEA and have appropriate technical and physical security measures in place.

Whilst we strive to protect your personal information, due to the nature of the internet we cannot guarantee the security of any information you transmit to us. With this in mind, any transmission is at your own risk and we urge you to take every precaution to protect your personal information while you are online.

#### **How long we keep your personal information**

We only keep your personal information for as long as is reasonably necessary to fulfil the relevant purposes described in this privacy policy or for longer, if required by law. The period of time will usually be a minimum of seven years or as determined by law and regulation. Once we decide it is no longer necessary to keep your information, it will be securely and confidentially destroyed.

#### **Transfer of data outside the UK**

We will not transfer your data outside the EEA. However, it is possible your data may be transferred by another third party who we share your data with, to countries located outside the EEA. All transfers must comply with the requirements of the General Data Protection Regulations.

## **Your rights**

### *The right to access your personal information*

Subject to any relevant exemptions, you are entitled to see a copy of the personal information we hold about you and to request details of how we use your personal information including any disclosures made. To exercise your rights to access your personal information, please contact us. There will not usually be a charge for dealing with these requests.

Your personal information will usually be provided to you in writing, or where you have made the request by electronic means, your personal information will be provided to you by electronic means, where possible.

### *The right to rectification*

We take reasonable steps to ensure that the personal information we hold about you is reliable and as accurate and as complete as necessary for its intended use but you are entitled to ask us to update or amend any inaccuracies in the personal information that we hold about you. To request us to update or amend any personal information we hold about you, please contact us.

### *The right to object to marketing*

As set out in section 5, marketing, you are entitled to object to receiving marketing material from us at any time. You can exercise this right by clicking 'unsubscribe' on any marketing email you receive from us or by contacting us.

### *Other rights*

Under certain conditions, you may also have the right to require us to:

- delete any personal information where we no longer have legal grounds to retain it
- where processing is based on consent, to withdraw your consent so that we stop that particular processing
- object to any processing based on the legal ground of legitimate interests unless our reason for undertaking that processing outweighs any prejudice to your data protection rights
- provide you or another provider with a copy of the personal information that you provided us with
- restrict how we use your personal information whilst a complaint is being investigated

If you contact us to exercise any of these rights we will confirm your right to do so and respond in most cases within 30 days.

## **Your right to complain to the Information Commissioner's Office**

If you are not satisfied with our use of your personal information, with our response to any exercise of your rights set out in section 9 or if you believe us to be in breach of our data protection obligations, you have the right to complain to the Information Commissioner's Office at:

The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Telephone: 0303 1231113

## **Other websites**

Our websites may contain links to other third-party websites. If you follow a link to any of those third-party websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for their policies or processing of your

personal information. Please check these policies before you submit any personal information to such third-party websites.

## **Cookies**

A cookie is a small data file that is sent to your computer from a website and is stored on your computer's hard drive. A cookie file stores a limited amount of information about you (such as your username and password) and allows us to offer services personalised to your interests and to track the number of people who visit different parts of our website. You can set your web browser to refuse cookies, however some of our website features may not function as a result.

For further information please visit [www.allaboutcookies.org](http://www.allaboutcookies.org)

## **How to contact us**

Please contact us if you have any questions about our privacy policy or the information we hold about you.

You can contact us by email at [info@madeofwood.uk](mailto:info@madeofwood.uk) or by writing to us at: -

Made of Wood Ltd of The Coachworks, Old Mill Lane, Aylesford, Kent, ME207DT