

BACKGROUND:

Brambleside Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers both online and offline and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Our Site is owned and operated by Brambleside Ltd trading as Wilton Plaster Mouldings, a Private Limited Company registered in England under company number 06713309.

Registered address: 8 Hurricane Way, Norwich, England, NR6 6EY.

Main trading address: 38 Wimbledon Avenue, Brandon, Suffolk, IP27 0NZ.

VAT number: 833 8906 03. .

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What Is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our or my collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.

- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 11.

5. What Personal Data Do You Collect and How?

We may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We collect data from you either online from you website, <https://www.wiltonplaster.co.uk> ("Our Site) or offline by telephone, email or post. Please also see Part 12 for more information about our use of Cookies. We do not collect any 'special category' or 'sensitive' personal data or personal data relating to children or data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
Identity Information including name.	Via Our WordPress based Site, over the telephone or via email or social media interaction and marketing.
Contact information including address, email, telephone number.	Via Our WordPress based Site, over the telephone or via email or social media interaction and marketing.
Business information including business name.	Via Our WordPress based Site, over the telephone or via email or social media

	interaction and marketing.
Payment information including card details, bank account number, CVV codes.	Via Our WordPress based Site, over the telephone, email, payment processing partners and servers, WooCommerce.
Profile information including login details, purchase history.	Via Our WordPress based Site, WooCommerce and servers.
Technical information including IP address, browser type and version, country, operating system.	Via Our WordPress based Site, WooCommerce and servers.
Data from third parties.	Social media platform and insights tools, WooCommerce.

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Registering you on Our Site.	Name, Email, Address, Telephone.	Consent.
Providing and managing your Account.	Name, Email, Address, Order History, Payment Details.	Consent and Contract.
Providing and managing your access to Our Site.	Name and Email Address.	Consent and Contract.
Personalising and tailoring your experience on Our Site.	Name, Email, Address.	Consent and Contract.
Administering Our Site.	Name, Email, Address.	Consent and Contract.
Administering our business.	Name, Email, Address and Order History.	Consent and Contract.
Supplying our products to you.	Name, Email, Address, Telephone, Payment Details.	Consent and Contract
Managing payments for our products.	Name, Email, Address, Telephone, Payment Details.	Consent
Personalising and tailoring our products for you.	Name, Email, Address, Telephone, Payment Details.	Contract
Communicating with you.	Name, Email, Address, Telephone.	Consent and Contract.
To track your cart whilst you are shopping on Our Site.	Email	Consent

Supplying you with information by email or post that you have opted-in-to (you may opt-out at any time by contacting us.	Name, Email, Address, Telephone.	Consent and Contract.
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With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message or post with information, news, and offers on our products. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

Third Parties (including Google, Woo Commerce, Facebook and any other third-parties that help to maintain or administer Our Site) whose content appears on Our Site may use third-party Cookies, as detailed below in Part 12. Please refer to Part 12 for more information on controlling cookies. Please note that we do not control the activities of such third parties, nor the data that they collect and use themselves, and we advise you to check the privacy policies of any such third parties.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 11.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
Identity Information including name.	No fixed period. This will be deleted upon your request.
Contact information including address, email, telephone number.	No fixed period. This will be deleted upon your request.
Business information including business name.	No fixed period. This will be deleted upon your request.
Payment information including card details, bank account number, CVV codes.	This information is saved by us. You have the option to remove any card details you save if

	you have a registered online account with us.
Profile information including login details, purchase history.	No fixed period. This will be deleted upon your request.
Technical information including IP address, browser type and version, country, operating system.	This is deleted after 30 days.
Data from third parties.	No fixed period. This will be deleted upon your request. If the data is collected by third parties you will need to consult with them in order to find out their retention policies.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

9. Do You Share My Personal Data?

We may share your personal data with other companies in our group for marketing, accounting, product supply and manufacture and other reasons necessary for business. This includes our holding company and its subsidiaries.

We may sometimes contract with the following third parties to supply certain products services.

Recipient	Activity Carried Out	Sector	Location
Accounts Department, Bottom Line Management.	Accounting and payment services.	Financial and Accountancy	Norfolk, UK.
Retail Suppliers	Customer support	Construction and Retail	UK

If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 9.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 21 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: info@wiltonplaster.co.uk.

Telephone number: 01842 810 100.

Postal Address: 38 Wimbledon Avenue, Brandon, Suffolk, IP27 0NZ.

12. **How do you use cookies?**

Our website <https://www.wiltonplaster.co.uk> ("Our Site") uses Cookies and similar technologies in order to distinguish you from other users. By using Cookies, We are able to provide you with a better experience and to improve Our Site by better understanding how you use it. Our cookie policy is available to view at <https://wiltonplaster.co.uk/cookie-policy/>

13. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date. If you would like a copy of our privacy copy then please contact us via the information found in Part 11. This Privacy Policy was last updated on 15th February 2021.