

We take the privacy of our website users very seriously. We ask that you read this Privacy Policy ('the Policy') carefully as it contains important information about how we will use your personal data.

For the purposes of the Data Protection Act 1998, Emerald Kitchens Limited ('we' or 'us') is the 'data controller' (i.e. the company who is responsible for, and controls the processing of, your personal data).

Personal data we may collect about you

We will obtain personal data about you (such as your name, address, payment details, whenever you complete an online form.

For example, we will obtain your personal data when you purchase goods. We may also obtain sensitive personal data about you if you volunteer it during the completion of an online form.

We may monitor your use of this website through the use of cookies and similar tracking devices. For example, we may monitor how many times you visit, which pages you go to, traffic data, location data and the originating domain name of a user's internet service provider.

This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

How we use your personal data

We will use your personal data for the purposes described.

These purposes include:

- administration
- research, statistical analysis and behavioural analysis
- customer profiling and analysing your purchasing preferences
- marketing—see 'Marketing and opting out', below
- fraud prevention and detection
- credit checking
- billing and order fulfilment
- customising this website and its content to your particular preferences
- to notify you of any changes to this website or to our services that may affect you
- improving our services

Marketing and opting out

If you have given permission, we may contact you *by* email *about* products, promotions and special offers, that may be of interest to you. If you prefer not to receive any direct marketing communications from us, you can opt out at any time. See further 'Your rights', below.

Disclosure of your personal data

We may disclose your personal data to:

- our agents and service providers
- law enforcement agencies in connection with any investigation to help prevent unlawful activity
- our business partners in accordance with the 'Marketing and opting out' section above

Keeping your data secure

We will use technical and organisational measures to safeguard your personal data, for example:

- we store your personal data on secure servers
- payment details are encrypted using SSL technology

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet.

Monitoring

We may monitor and record communications with you (such as telephone conversations and emails) for the purpose of quality assurance, training, fraud prevention and compliance.

Information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

- give consent on his/her behalf to the processing of his/her personal data
- receive on his/her behalf any data protection notices

Your rights

You have the right, subject to the payment of a small fee (currently £10), to request access to personal data that we may process about you. If you wish to exercise this right, you should:

- put your request in writing;
- include proof of your identity and address (e.g. a copy of your driving licence or passport, and a recent utility or credit card bill);
- attach a cheque in the amount of £10 made payable to Emerald Kitchens Limited; and
- specify the personal data you want access to, including any order reference numbers where applicable.

You have the right to require us to correct any inaccuracies in your data free of charge. If you wish to exercise this right, you should:

- put your request in writing;
- provide us with enough information to identify you (e.g. order reference number); and
- specify the information that is incorrect and what it should be replaced with.

You also have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right, you should:

- put your request in writing (an email sent to ekdesigncentre@gmail.com with a header that says 'Unsubscribe' is acceptable),
- provide us with enough information to identify you (e.g. order reference number, and
- if your objection is not to direct marketing in general, but to direct marketing by a particular channel (e.g. email or telephone), please specify the channel you are objecting to

Our contact details

We welcome your feedback and questions. If you wish to contact us, please send an email to ekdesigncentre@gmail.com or you can write to us at Emerald Kitchens Ltd, 1 Laser House, The Fairway, Bushfair, Harlow, Essex, CM18 6LY or call us on (01279) 897980 Our registered office is 1 Laser House, The Fairway, Bushfair, Harlow, Essex, CM18 6LY

We may change this privacy policy from time to time. You should check this policy occasionally to ensure you are aware of the most recent version that will apply each time you access this website.