



# SHERWOOD

## OUTDOOR LIVING

## OUR DATA PROTECTION AND PRIVACY POLICY STATEMENT

In May 2018 the law regarding how personal information is stored changed (GDPR - General Data Protection Regulation). Sherwood Outdoor Living takes its responsibilities regarding data protection seriously and has taken steps to ensure that all business practices are compliant with this legislation.

### WHO IS HOLDING YOUR INFORMATION?

The information that you provide to us is held securely by Sherwood Outdoor Living. This includes any personal or contact details that you choose to share, such as your name, contact phone number, email address, address, information about your business etc.

### WHERE DO WE GET DATA FROM?

We only hold data provided to us by you. Initial information is collected through our contact forms. We may also collect data that is emailed to us by you. Once collected, your information will be stored by Wix (our website provider) and in a central, internal database as appropriate.

### WHAT INFORMATION DO WE HOLD AND WHY?

We ask for your contact details legitimately so that we may respond to your enquiries, provide you with any information that you have requested, and ensure a good customer experience.

### WHERE IS YOUR DATA STORED?

Electronic data is stored by Wix (our website provider) or secure on company computers/devices, all of which are password protected. Any paper copies of this data are stored in a locked office. If we need to transfer your information to European Economic Area we will take proper steps to make sure that your information is protected by similar laws and safeguards. We will also inform you before transferring your information outside the EEA. This does not affect your rights under UK data protection legislation.

## **DO WE SHARE YOUR DATA?**

We do not sell or rent your personal information to any third party. This includes your name, email address, address or payment card details.

However, we may share your information with select partners and categories of companies to provide you with the full range of our services, as set out below.

We will only provide those companies with the information they need to deliver the service we have contracted them for, nothing more. -

Companies that allow us to get your purchase to you, such as payment service providers or delivery companies

Selected manufacturers or suppliers we deal with, for the purposes of fulfilment of orders, maintenance and safety compliance (such as product recalls)

Professional service providers such as marketing agencies and advertising partners who help us offer our products and services to you more effectively and efficiently

Document storage providers, and suppliers of other administrative functions

Credit reference agencies and finance partners, so we can help minimise the risk of fraud within our business and to our customers

Where we have a duty of disclosure due to compliance with legal obligations

To a prospective buyer in the event of a sale of one or more parts of our business

## **HOW LONG DO WE RETAIN YOUR DATA?**

It is extremely rare that we destroy or delete records earlier than the required retention period. We have a statutory obligation to hold some records for a certain period of time e.g. staff records, account and transaction records etc. Therefore, a request for erasure (also known as the 'right to be forgotten' will always need to be discussed with our Data Protection Officer (Robert Turner).

Should you decide you do not wish your information to be stored please inform us. Want to see what we hold about you? Under the new regulations, you have the right to know what information we hold on you.

Simply send an email to [gdpr@markovitz.co.uk](mailto:gdpr@markovitz.co.uk) and we will provide copies of any data Sherwood Outdoor Living holds on you. You can also contact us if you believe we have information that we should not be keeping, is out of date or is otherwise wrong to be stored.