

1 Privacy policy

This website is made available by Carpet & Flooring (Trading) Ltd. ("Carpet & Flooring") (company number: 10449218), Arrow Valley, Claybrook Drive, Redditch, B98 0FY – referred to in this statement as "we" or "us". CFS is owned by Carpet & Flooring.

We can be contacted at info@cfscarpets.co.uk or on 01527 511860.

Please note that calls may be recorded for monitoring and training purposes.

This Privacy Policy sets out how CFS use and protect any information that you give us. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this Privacy Policy.

By visiting our website or by providing us with information you are accepting the practices described in this Privacy Policy.

Data Protection

For the purposes of applicable data protection legislation (including the General Data Protection Regulation (Regulation (EU) 2016/679) (**GDPR**)), the data controller is Carpet & Flooring (Trading) Ltd, Arrow Valley, Claybrook Drive, Redditch, B98 0FY. As data controller we take all necessary steps to comply with the GDPR when handling personal information and we will meet our legal obligations to you in the way that we deal with that information. We will take reasonable precautions to safeguard your personal data against loss and unauthorised disclosure or access.

What information we process

You may provide us with and/or we may collect the following personal information:

- name and job title;
- contact information including postal address, email address and telephone number;
- demographic information such as postcode, preferences and interests; and
- other information relevant to customer surveys and/or offers.

Why we process your information and what we do with it

We will use your data to fulfil our contractual obligations to you, for example (but not limited to) processing your quotes, orders, notifying you about supplier price increases and managing your account.

You may have an account with us, or have expressed an interest in our products, services and/or events via a member of our team, a website enquiry or via an event itself, so it's necessary for us and in our legitimate business interest to:

- Keep our customers and contacts informed of our products, offers, events and services.
- Use the information to notify you about changes to our products or services
- Use a variety of direct marketing channels and messages to ensure you are kept informed. This includes messages from Carpet & Flooring brands, including the Red Carpet Club and CFS flooring.
- Use the information to improve our products and services
- Collect personal data that helps us keep our marketing targeted and relevant

You could expect to receive from us:

- A weekly email update containing offers, product information or information about an event; this might be from Carpet & Flooring, CFS and/ or Red Carpet Club
- Occasional direct mailings about our new products, offers or events
- Occasional phone calls from our sales team about new products, offers or events

You can unsubscribe from the above information at any time by clicking "unsubscribe" on any marketing email we send to you, or by letting us know how you wish to be contacted by emailing us at info@cfscarpets.co.uk. Withdrawing your consent does not affect the lawfulness of any processing which occurred prior to the withdrawal of consent.

If you have an account with us, we will still need to contact you about your account in order to fulfil our contractual obligations to you.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our website, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such websites and such websites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

We will take all reasonable care to prevent any unauthorised access to your personal information. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

Where we store information

All information collected is stored on servers owned by our trusted server providers which are held in physically secure locations and are protected by firewall and

password based security measures. We will retain your information for seven (7) years, after which time it will be destroyed.

The information that we collect from you will not be transferred and stored at destinations outside the European Economic Area (EEA) for the purposes of the server and hosting our website.

Your rights

The GDPR gives you a number of rights in respect of your data, including:

Right to access

You have the right to access the information we hold about you. If you would like a copy of this information please contact us by email or in writing (please see our contact details below). We may request proof of your identity before sharing such information.

Right to rectify your personal data

If you discover that the information we hold about you is incorrect or out of date, you may ask us to correct that information.

Right to be forgotten

You may ask us to delete information we hold about you in certain circumstances. It may not be possible for us to delete all of the information we hold about you where we have an ongoing relationship, however please contact us by email or in writing and we will do our best to assist with your request.

Other rights

In addition to the above, you may also ask us to stop or restrict our processing of the information we have about you. You may also ask us to transfer your personal information to a third party in certain circumstances. If you would like any other information on these aspects of your rights, please contact us.

Contact details

Marketing Department
Carpet & Flooring (Trading) Ltd.
Arrow Valley Trading Estate
Claybrook Drive
Redditch
B98 0FY
Email: info@cfscarpets.co.uk

Please also notify us directly, as soon as possible, if you have any concerns or wish to make a complaint regarding the way your personal data has been handled. If we cannot resolve a complaint to your satisfaction you can contact the ICO at www.ico.org.uk or by telephoning 0303 123 1113.

Changes to this Privacy Policy

We may change this Privacy Policy from time to time. Any substantial changes will be notified by a prominent notice on the home page of the website. As a result of improvements we make to our services, changes in the law or developments in technology, we may change the information we hold about you, the method and purposes for which we process such information. If we make any substantial change in the way in which we use your personal information we will notify you by email. This policy is effective from May 2018.

Law and Jurisdiction

Your use of the website and this Privacy Policy is subject to the laws of England and Wales and the exclusive jurisdiction of the English courts regarding any disputes that may arise under it.