



GDPR Privacy Notice v.1

SIREN FURNITURE LIMITED

### Siren Furniture Privacy Notice

Siren Furniture Ltd is committed to protecting your privacy. This policy relates to how information is used and stored. This is information that has been collected by Siren Furniture Ltd and information that has been sent to Siren Furniture Ltd as a subcontractor.

### What information does Siren Furniture Ltd hold?

Siren Furniture collects information relating to customers who directly contact or give consent to be contacted by Siren Furniture. Information such as names, email addresses and phone numbers are collected from trade shows, the Siren Furniture Website and through direct contact via phone call or email with staff from Siren Furniture. Information may be stored in a database, hard copy contact form, business cards or email accounts where appropriate.

Siren Furniture Ltd acts as a supplier to UK retailers and as such has access to personal information such as names, addresses and emails, for the purposes of processing and delivering furniture orders.

### How does Siren Furniture Ltd use your information?

Siren Furniture Ltd will only ever contact customers for legitimate business reasoning such as to inform of new products and to update on customer orders. On very rare occasions Siren Furniture may be contacted directly by a customer of one of the retailers we supply. In this instance the customer is referred back to their retailer and the call information is deleted from Siren Furniture Ltd.'s system until we are made aware of it through our contract agreement with the retailer in question.

Potential customer information is kept on file (unless otherwise stated) for 1 year after the point of contact. Should no further correspondence arise after this time, the information will be permanently deleted.

Siren Furniture receives customer information from other retailers as a sub-contracted design house and importer. Therefore, orders placed through retailers may be transferred to Siren Furniture Ltd under the 'Contract' clause in section 6 of the GDPR legislation. This information is stored on a secure database operated by staff under the Siren Furniture Password Policy and Data Protection Breach Policy. Information is held for the duration of the warranty for each retailer with an additional 6+1 years for audit purposes. Please contact your retailer should you want to know what information is held by them and to request information to be deleted accordingly.

### Data Transfer

Siren Furniture Ltd will only pass data to a third party in three instances; firstly, to our nominated suppliers to create and process orders. Secondly, to arrange for third party technicians to attend customer homes to repair furniture. Finally, to a nominated delivery company to transport orders to customers. Information is passed onto these suppliers under the Data Transfer policy which can be viewed upon request.

Some of our suppliers run their operations outside the European Economic Area (EEA). Although they may not be subject to same data protection laws as companies in the UK, Siren Furniture has taken the appropriate steps to ensure that information is secure and safe.

### Your right to your information

You have the right to request a copy of the information we hold, please email [sales@sirenfurniture.com](mailto:sales@sirenfurniture.com) stating the information you would like to access. Reasonable steps may need to be taken to confirm your identity.

Should you wish to no longer receive emails or correspondence from Siren Furniture Ltd or to have your data partially removed or updated, please email [sales@sirenfurniture.com](mailto:sales@sirenfurniture.com).

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