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## END USER PRIVACY NOTICE

This End User Privacy Notice sets out what personal data we, Arada, hold about you and how we collect and use it. It applies to all our customers.

Please note that we will not necessarily hold, use or share *all* of the types of personal data described in this Privacy Notice in relation to you. The specific types of data about you that we will hold, use and share will depend on your individual circumstances, such as whether you visit our websites, whether you contact us by telephone, email or through our online contact form.

We are required by data protection law to give you the information in this Privacy Notice. It is important that you read the Privacy Notice carefully, together with any other information that we might give you from time to time about how we collect and use your personal data. You should also read our Data Protection Policy, which explains our obligations in relation to personal data and how we keep it secure.

This Privacy Notice applies from the 25 May 2018, when the General Data Protection Regulation (GDPR) comes into force. We reserve the right to update this Privacy Notice at any time, and we will provide you with a new Privacy Notice when there are any substantial changes.

### Who is the controller?

Arada Limited, whose registered office is at The Fireworks, Weycroft Avenue, Axminster, Devon, EX13 5HU is the “controller” for the purposes of data protection law. This means that we are responsible for deciding how we hold and use personal data about you.

### What type of personal data do we hold about you?

We hold and use various types of personal data about you, including:

- When placing an order we will record:
  - Your name;
  - Your billing address;
  - Your billing address postcode;
  - Your delivery address;
  - Your delivery address postcode;
  - Your telephone number;
  - The items purchased;



- Any information volunteered to aid delivery of your order.
- When using our online contact form, we will collect:
  - your name;
  - email address;
  - telephone number,
  - postal address; and
  - any other information you might voluntarily disclose.

We may also collect and process the following data:

- Information provided to us when you request goods, services or information from us.
- Information that you provide to us when you write to us (including by email).
- Information that you provide to us when we speak to you by telephone. We may make and keep a record of the information you share with us.
- Details of your visits to our websites including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own research purposes or otherwise and the resources that you access on or from our websites;
- Information obtained by us from third parties in accordance with GDPR.

### **Retention Periods**

How long we keep information we collect about you depends on the type of information, as described in further detail below. After such time, we will either delete or anonymise your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible.

Data that is volunteered received via our website contact form is securely held for up to 30 days or as long as is necessary to process any request for the purpose of a legitimate business interest.

Data that is submitted when an order is placed will be securely held for up to 8 years for the purpose of a legitimate business interest of holding records for tax purposes.

### **Your rights**

You have a number of legal rights relating to your personal data, which are outlined here:

- **The right to make a subject access request.** This enables you to receive certain information about how we use your personal data, as well as to receive a copy of it and to check that we are lawfully processing it.
- **The right to request that we correct incomplete or inaccurate** personal data that we hold about you.
- **The right to request that we delete or remove** personal data that we hold about you where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **The right to object to our processing** your personal data where we are relying on our legitimate interest (or those of a third party), where we cannot show a compelling reason to continue the processing.
- **The right to request that we restrict our processing** of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it.
- **The right to request that we transfer** your personal data to you or to another party, in a structured format. This right applies in respect of data that you have provided where our legal ground for using the data is that it is necessary for the performance of a contract or that you have consented to us using it (this is known as the right to “data portability”).

If you would like to exercise any of the above rights, please contact the Data Protection Lead in writing at Arada Limited, The Fireworks, Weycroft Avenue, Axminster, Devon, EX13 5HU. Alternatively, please email [gdpr@aradstoves.com](mailto:gdpr@aradstoves.com).

Note that these rights are not absolute and, in some circumstances, we may be entitled to refuse some or all of your request.

Accessing and updating your personal information

We will not process your personal information for marketing purposes at any time.

If you have any questions or concerns about how your personal data is being used by us, you can contact the Data Protection Lead on 01297 632050.

Note too that you have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues. Details of how to contact the ICO can be found on their website: <https://ico.org.uk>

Date of last revision: 25 May 2018