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# AX1 INTERIORS LIMITED

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## PRIVACY POLICY



This Policy aims to give you information about how AX1 Interiors Limited collects and processes personal data through the use of our website and services, including any data that you may provide us through our website or through purchasing or using our services, ordering swatches, samples, newsletters, details requested over the phone, by email or by way to help you with your order/quotations/ furniture.

This privacy Policy applies between you as a user of this website and our services at AX1 Interiors Limited, the owner and provider of this website. This Policy applies to AX1's use of any data collected in relation to your use of the website and services within.

Data means collectively all information that you submit on the website or provide to us to fulfil carrying out Interior Design Services or help with Furniture procurement.

The Owner means AX1 Interiors Limited.

Our main operations are in the UK and your personal data is generally processed within the UK. If you order from us outside of the UK we may transfer your details to a third party located in your country of residence to enable us to deliver products you order from us.

### **Information we collect:**

#### **We may collect and process the following data about you:**

- Personal Information: When you register for a Trade Account , or a Retail Account or use of our services, we collect personal information such as your name, email address, phone number , Billing Address, and Company Registration number, and if required payment details.
- Usage data : We collect information about how you interact with our website and services; Example but not limited to ; Technical Data , IP Address, browser type, time zone setting, operating system, Usage data .
- Cookies and Tracking technologies: We use cookies and other similar technologies to enhance and collect data about online interactions with our website and services, and how you interact with our content.
- When you order a brochure or sample pack.
- When you engage with us on social media.
- When you complete any surveys we send you.

### **How we use your information:**

- To register you as a customer or website user.
- Personalisation: To customise your experiences and offer relevant content.
- To manage our relationships with you, including notifying you about changes to our terms or policies.
- Analytics: To Analyse usage trends, improve our services .
- To deliver relevant website content to you.
- To administer and protect our business and this website.
- For improvement to our products and services.
- Marketing : To send you promotional materials and updates about our services.
- Delivery Service: To provide you with a Delivery we use a third party Delivery Driver to carry out the delivery service, with a best point of contact phone number for the day of delivery to allow for a traffic update call prior to arrival.

### **Third Party Services:**

- We may share your information with third party Service Providers who assist us in operating our service's. Such as operational companies like our trusted third party Delivery Drivers. Or such as payment processors or customer support providers, IT companies who support our website and business systems.

### **Data Sharing :**

- Legal Requirements : We may share your information if required to do so by law or in response to legal processes, to protect our rights, and that of our business.
- If we are required to by HM Revenue & Customs, regulators or other authorities based in the UK.
- Trusted third party contractors, suppliers, tradespeople strictly for the purpose of executing your interior design project/ Furniture.

### **Your Choices:**

Under certain circumstances you have the rights in relation to your personal data, and the right to :

- Request access to your personal data.
- Request correction of the personal data we hold.
- If you wish to request specific information we may need to request your identity information to ensure your right to access your personal data.
- We aim to respond within approx 30 days of a request.
- If your request is unfounded or excessive we may take longer than a month if the request is particularly complex.
- If you make a number of requests or if constantly repetitive requests we may have to charge a reasonable fee if the requests are excessive.

### **Children's Privacy**

- Our services are not intended for individuals under the age of 13 years old. We do not knowingly collect personal information on children under 13 years old. If we become aware that we have collected such information we shall try and take steps to look to delete it.

**Changes to this Policy**

- We remain to have the right to update this policy from time to time. Your continued use of our services after any changes constitutes your acceptance of the updated policy information.

**Security:**

- We try to use reasonable security measures to protect your information from unauthorised access or disclosure, however no electronic storage is entirely secure and we cannot guarantee absolute security, but we do try to ensure our website and systems are secure though using well known industry providers.
- If you wish to Opt out of our marketing emails at any time please do email us to request this.

**Contact Us**

Please do contact us if you have any questions or concerns, and thank-you for your custom.