

PRIVACY POLICY

Effective Date: August 2024

Company Name: Chiawood Limited

Company Address: 23 Mavis Grove, Cardiff CF14 4SA

Contact Information: 07738 289 619

Website: www.chiawood.com

1. Introduction

At Chiawood Limited ("we," "our," or "us"), your privacy is of utmost importance. This Privacy Policy outlines the types of personal information we collect, how we use it, who we share it with, and your rights regarding your personal data. By using our services, you agree to the collection and use of your information in accordance with this policy.

2. Information We Collect

We may collect and process the following types of personal information:

- **Personal Identification Information:** Name, address, phone number, email address, and other contact details.
- **Financial Information:** Payment details, billing address, and other related information required for processing payments.
- **Technical Information:** IP address, browser type, and browsing history when you visit our website.
- **Project Details:** Information about your property, design preferences, and measurements necessary for creating fitted furniture.
- **Communications:** Records of correspondence, including emails, phone calls, and online chat interactions.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **Service Delivery:** To provide you with customised fitted furniture and related services.
- **Customer Support:** To respond to your enquiries, provide updates, and address any issues related to our services.
- **Payments and Transactions:** To process payments and manage billing for the services you receive.
- **Marketing and Promotions:** To send you information about our products, special offers, and promotions. You can opt out of marketing communications at any time.
- **Website Improvement:** To analyze and enhance our website's functionality and user experience.

4. Sharing Your Information

We may share your personal information with third parties under the following circumstances:

- **Service Providers:** We may share your information with trusted third parties who assist us in delivering our services, such as payment processors, delivery services, and IT support.
- **Legal Compliance:** We may disclose your information if required by law, to enforce our policies, or to protect our rights, property, or safety.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or part of our assets, your information may be transferred to the new owner.

5. Data Security

We implement appropriate technical and organizational measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or electronic storage is completely secure, so we cannot guarantee absolute security.

6. Your Rights

You have the following rights regarding your personal data:

- **Access:** You can request a copy of the personal data we hold about you.
- **Correction:** You can request that we correct any inaccuracies in your personal data.
- **Deletion:** You can request that we delete your personal data, subject to legal and contractual restrictions.
- **Objection:** You can object to the processing of your personal data in certain circumstances, such as for direct marketing.
- **Data Portability:** You can request that we provide your personal data in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us using the contact information provided above.

7. Retention of Information

We will retain your personal data only for as long as is necessary for the purposes set out in this Privacy Policy, or as required by law.

8. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to enhance user experience and analyze website traffic. You can control cookies through your browser settings.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at james@chiawood.com.