

# Privacy Policy

This notice explains how we will process your personal information.

## **Data Protection Principles**

Bathroom Brands Distribution Limited complies with the principles of the Data Protection Act 1998 and the Privacy and Electronic Communications (EC Directive) Regulations 2003. The eight principles relating to the processing of personal information are:

- Fairly and lawfully processed
- Processed for a limited time
- Adequate, relevant and not excessive
- Accurate
- Not kept longer than necessary
- Processed in accordance with your rights
- Secure
- Not transferred to countries without adequate protection
- Your privacy and security is of utmost importance to us. We will always follow these principles and ask you how you would like us (or our partners) to communicate with you in compliance with the Data Protection Act.

## **Why we collect your data?**

By collecting your data, it allows us to understand what your needs and wants are, provide personalized content and match the most relevant adverts and services for you. It also, allows us to provide many great, targeted reader offers and services that we know you may be interested to hear about.

## **Who is the Data Controller?**

When you provide personal information to any of our brand websites (arcadebathrooms.com, clearwaterbaths.com, burlingtonbathrooms.com & brittonbathrooms.com) the data controller is Bathroom Brands Distribution Limited.

If another company is the data controller, this will be made clear when you provide your personal information.

Bathroom Brands Distribution Limited is registered at the address of Lake View House, Rennie Drive, Dartford, Kent, DA1 5FU

## **How we use personal data**

The data controller will use your information together with other information for administration (including services or information that you have requested), marketing and customer services. We will only disclose your information to our service providers and agents for these purposes.

## **Consent**

When you give us your personal information, we will give you the opportunity to opt out of receiving communications from us but remember that this will preclude you from receiving any of our special offers or promotions in the future.

You may also exercise your right to opt out of the use of your information for marketing purposes at any time by contacting us by email.

Your personal information will be disclosed where we are obliged or permitted by law to do so.

If you post or send offensive or objectionable content anywhere on or to any of our websites or otherwise engage in any disruptive behavior on any of our websites, we can use whatever information that is available to us about you to stop such behavior. This may involve informing relevant third parties such as your employer and law enforcement agencies about the content and your behavior.

## **Third Parties**

We would like to share your information with organizations who are our business partners. They may contact you by e-mail or telephone to let you know about any goods, services or promotions, which may be of interest to you.

## **Cookies**

When you visit one of our websites, we may send you a cookie. A cookie is a small file that can be placed on your computer's hard disk for record keeping purposes and we may use them to do a number of things:

Cookies help us to recognize you when you next visit one of our websites and present the information displayed to you.

Cookies may be used to compile anonymous statistics related to the take up or use of services, or to patterns of browsing. A third party collects such data on our behalf to measure web site performance. Information collected is aggregated for reporting purposes. No personally identifiable information is collected by this service. The use of this service assists us in measuring and improving the structure and ease of use of our web sites

## **Non-Personal Information**

When users come to our Site, we may track, collect and aggregate Non-Personal Information indicating, among other things, which pages of our Site were visited, when they were visited, and which hyperlinks were "clicked." Collecting such information may involve logging the IP address by

each user of the Site. Although such information is not Personally Identifiable Information, we may be able to determine from an IP address a user's Internet Service Provider and the geographic location of his or her point of connectivity.

Your IP address will not be displayed publicly.

### **Google Analytics Advertising Features**

This website uses Google Analytics Advertising Features, which includes: Remarketing with Google Analytics, Google Display Network Impression Reporting, DoubleClick Platform integrations, Google Analytics Demographics and Interest Reporting. By enabling these advertising features, we enable Google Analytics to collect data about this website's traffic via Google advertising cookies and anonymous identifiers, in addition to data collected through a standard Google Analytics implementation. We will not facilitate the merging of personally-identifiable information with nonpersonally identifiable information collected through any Google advertising product or feature unless we have robust notice of, and your prior affirmative (i.e., opt-in) consent to, that merger.

You can opt-out of the Google Analytics Advertising Features we use, including through Ads Settings, Ad Settings for mobile apps, or any other available means. You can also head to <https://tools.google.com/dlpage/gaoptout/> to check out Google Analytics' currently available opt-outs for the web.

### **Information Requests**

When you give us information about another person, you confirm that they have appointed you to act for them, to consent to the processing of their personal data, including sensitive personal data and to the transfer of their information abroad and to receive on their behalf any data protection notices.

### **Notification of changes**

From time to time, we may make changes to the Privacy Policy. This may be in relation to changes in the law, best practice or changes in our services.