

# NEATAFAN LTD PRIVACY NOTICE

## OVERVIEW

Neatafan Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

### 1. Information about Us

Neatafan Ltd is a company limited by shares and registered in England under company number 1742171. Its registered address is Unit 12 Solent Industrial Estate, Shamblehurst Lane, Hedge End, Southampton, SO30 2FX. Our trading address is the same as above.

VAT number: 382697309

Data Protection Contact: Samantha James

Email addresses: [marketing@neatafan.co.uk](mailto:marketing@neatafan.co.uk); [sales@neatafan.co.uk](mailto:sales@neatafan.co.uk); [accounts@neatafan.co.uk](mailto:accounts@neatafan.co.uk)

Telephone Number: 01489 783783

Postal Address: Neatafan Ltd, Unit 12 Solent Industrial Estate, Shamblehurst Lane, Hedge End, Southampton, England, SO30 2FX

### 2. What Does This Notice Cover?

The Privacy Information explains how we use your personal data; how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

### 3. What is Personal Data?

Personal Data is defined by the General Data Protection Regulation (EU Regulations 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

In simpler terms, personal data is any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

### 4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.

- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that you can ask us for a copy of your personal data held by us to reuse with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

## 5. What Personal Data Do Neatafan Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with us).

- Name
- Business Address
- Email Address
- Telephone Number
- Business Name
- Job Title
- Profession
- Payment Information
- Order History
- Information about your preference and interests
- Your views and opinions of our products and services

When you access our website, information that is not associated with a specific or identifiable person (e.g. Internet browser and operating system used) is collected automatically (i.e. not through registration). Domain name of the website you came from; Number of visits; Average dwell time; called pages). We use this information to determine the attractiveness of our website and to improve its performance and content.

## 6. How Do Neatafan Use Your Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data may be used for of the following purposes:

- Providing and managing your account
- Supplying our products and services to you. Your personal details are required in order for us to enter into a contract with your business.
- Personalising and tailoring our products and services to you.
- Communicating with you. This may include responding to emails or calls from you.
- Supplying you with information by email or post that you have opted-in to. You may unsubscribe or opt-out at any time by emailing [marketing@neatafan.co.uk](mailto:marketing@neatafan.co.uk) or clicking unsubscribe option on the details received.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone or post with information, news, and offers on products and services. We may also contact you from time to time to review our performance via a customer survey questionnaire. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

## 7. How Long Will Neatafan Keep My Personal Data?

We will not keep your personal data any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is not fixed period, the following factors will be used to determine how long it is kept):

The criteria used to determine the period of storage of personal data is the respective statutory retention period. After expiration of that period the corresponding data is routinely deleted, as long as it is no longer necessary for the legitimate interest of Neatafan Ltd.

## 8. How and Where do Neatafan Store or Transfer My Personal Data?

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- Taking all measures reasonably necessary to protect against unauthorized access, improper use, alteration, destruction or accidental loss of potentially personally-identifying information.
- Information stored in electronic form is on password protected Company IT hardware, password protected cloud-based storage and paper.
- Our Accounting software is via a third-party company which operates outside of the EEA (European Economic Area). Where your personal data is transferred outside the EEA, it will only be transferred to countries that have been identified as providing adequate protection for EEA data (like New Zealand), or to a third party where they have approved transfer mechanisms in place to protect your personal data – i.e., by entering in to the European Commission’s Standard Contractual Clauses, or by ensuring the entity is Privacy Shield certified (for transfers to US-based third parties).
- Protecting all servers and computers containing electronic personal data through the use of approved security software and firewalls.
- Carrying out regular backups, system updates and password updates.

## 9. Do Neatafan Share My Personal Data?

We may sometimes contract with the following third parties to supply products or services to you on our behalf. These may include payment processing, delivery services and marketing. In some cases, those third parties may require access to some of all of your personal data that we hold.

- Courier Services
- Xero Accountancy Software
- Marketing; CTCentral, surveymonkey, or similar
- Worldpay

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party’s obligations under the law.

## 10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject request within 21 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

## **11. How Do I Contact Neatafan?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Samantha James):

Email address: [marketing@neatafan.co.uk](mailto:marketing@neatafan.co.uk) or [accounts@neatafan.co.uk](mailto:accounts@neatafan.co.uk) or [sales@neatafan.co.uk](mailto:sales@neatafan.co.uk)

Telephone Number: 01489 783 783

Postal Address: Unit 12 Solent Industrial Estate, Shamblehurst Lane, Hedge End, Southampton, Hampshire, England, SO30 2FX

## **12. Changes to the Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available via our website or upon request from the person and contact details listed in section 11 above.