
PRIVACY POLICY

BACKGROUND:

Watertight Screens Limited 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 everyone who visits these websites, www.watertightbathscreens.com and www.watertightscreens.com (“Our Site”) 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.

Please read this Privacy Policy carefully and ensure that you understand it. By continuing to use Our Site or making contact with our business, Your acceptance of this Privacy Policy will be deemed automatic.

1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means an account required to access and/or use certain areas and features of Our Site ; and
“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site . Details of the Cookies used by Our Site are set out in Part 14, below.

2. Information About Us

Our Site is owned and operated by Watertight Screens Limited trading as Watertight Bath Screens. We are a limited company registered in England and Wales under company number 10170245. Our registered address is 1623 Warwick Road, Knowle, Solihull, B93 9LF and email info@watertightbathscreens.com.

3. What Does This Policy Cover?

This Privacy Policy applies only to your use of **Our Site** and our business. **Our Site** may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

4. What Is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, 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.

5. What Are My Rights?

Under the Data Protection Legislation, 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 Policy 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 15.
- b) The right to access the personal data we hold about you. Part 13 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. Please contact us using the details in Part 15 to find out more.
- 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 hold. Please contact **us** using the details in Part 15 to find out more.
- 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 withdraw consent. This means that, if **we are** relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to **us** directly, **we are** using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask **us** for a copy of that personal data to re-use with another service or business in many cases.
- i) 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 15.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data **We** hold about you changes, please keep **us** informed as long as **We** have that data.

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 your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. **We** would welcome the opportunity to resolve your concerns ourselves, however, so please contact **us** first, using the details in Part 15.

6. What Data Do You Collect and How?

Depending upon your use of **Our** Site and our business, **We** may collect and hold some or all of the personal data set out in the table below, using the methods also set out in the table. Please also see Part 14 for more information about **Our** use of Cookies and similar technologies. **We** do not collect any 'special category' or 'sensitive' personal data, personal data relating to children **and** data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
1) Identity Information including name, title and gender.	Where you email us directly or from publicly available sources.
2) Business information such as company you work for, trading address and job title.	Where you email us directly or from publicly available sources.
3) Contact information including business email address and business telephone number.	Where you email us directly or from publicly available sources.
4) Technical information including such as IP address (which may be linked to a broad location), browser type and version, operation system.	Automatically using third party website services.

7. How Do You Use My Personal Data?

Under the Data Protection Legislation, **We** must always have a lawful basis for using personal data. The following table describes how **We** may use your personal data, and **Our** lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Basis
Informing Our business.	4	Locations from IP addresses may help us to better target out
Supplying Our products or services to you or your clients (i.e. negotiating a license)	1-3.	To fulfil contractual obligations or to perform business transactions.
Supplying you with information regarding our products and services where you have requested it or provided your contact details.	1-3.	To determine if a business relationship would be mutually beneficial.

With your permission and/or where permitted by law, **We** may also use your personal data for marketing purposes, which may include contacting you with information, news, and offers on **Our** products services. **We** will always work to fully protect your rights and comply with **Our** obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. **We** will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless **We** reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If **We** do use your personal data in this way and you wish **us** to explain how the new purpose is compatible with the original, please contact **us** using the details in Part 15.

If **We** need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, **We** will inform you and explain the legal basis which allows **us** to do so.

In some circumstances, where permitted or required by law, **We** may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

8. **How Long Will You Keep My Personal Data?**

We will not keep your personal data for 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 a maximum of 6 years or sooner, if we no longer require the personal data to fulfil our legal or contractual obligations.

9. **How and Where Do You Store or Transfer My Personal Data?**

We will only store your personal data in the UK. This means that it will be fully protected under the Data Protection Legislation.

We use common small business systems for our records and communications such as Microsoft OneDrive and Wix website builder. Please see their Privacy Policies as their servers may be retained in other countries but to the best of our knowledge, no personal data is processed by any third parties.

The security of your personal data is essential to us and to protect your data, We limit access to your personal data to employees, agents and other third parties on a need to know basis that are subject to confidentiality and systems are protected by passwords.

10. **Do You Share My Personal Data?**

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions:

If **We** sell, transfer, or merge parts of **Our** business or assets, your personal data may be transferred to a third party. Any new owner of **Our** business may continue to use your personal data in the same way(s) that **We** have used it, as specified in this Privacy Policy.

In some limited circumstances, **We** may be legally required to share certain personal data, which might include yours, if **we are** involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

If **We** sell, transfer, or merge parts of **Our** business or assets, your personal data may be transferred to a third party. Any new owner of **Our** business may continue to use your personal data in the same way(s) that **We** have used it, as specified in this Privacy Policy.

In some limited circumstances, **We** may be legally required to share certain personal data, which might include yours, if **we are** involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

11. **How Can I Control My Personal Data?**

11.1 In addition to your rights under the Data Protection Legislation, set out in Part 5, when you submit personal data via **Our** Site, you may be given options to restrict **Our** use of your personal data. However you can opt out using the

contact information in Part 15.

- 11.2 You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

12. **Can I Withhold Information?**

You may access **Our** Site without providing any personal data at all.

13. **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 15.

We will respond to your subject access request within 20 business 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.

14. **How Do You Use Cookies?**

To the best of our knowledge, we do not use any cookies on **Our** site at present. We use Wix website builder but have not set up cookies.

15. **How Do I Contact You?**

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:

Email address: info@watertightbathscreens.com

16. **Changes to this Privacy Policy**

We may change this Privacy Policy 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 immediately posted on **Our** Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of **Our** Site following the alterations. **We** recommend that you check this page regularly to keep up-to-date.