

1. Introduction

Denton Antiques values everyone who makes enquiries with us by whatever means, and we do all we can to protect your privacy and to make sure the personal data you provide us is kept safe. This policy explains how we collect data, how we use and store information and what it means for you.

2. Our Details

'Denton Antiques' is the data controller (contact details as below). This means it decides how your personal data is processed and for what purposes.

address: Denton Antiques, 156 Kensington Church Street, London W8 4BN

telephone: 020 7229 5866

email: info@denton-antiques.co.uk

website: www.denton-antiques.co.uk

3. How we collect information from you

a. Directly

We collect personal information from you directly when you provide your contact details to one of our staff in writing, in person or by telephone, in order for example, to be invoiced, given quotations or to have deliveries or services to your residence.

b. Via Website interaction

We collect personal information from you when you make an enquiry through our website; we also collect non-personal data such as IP addresses, details of pages visited and files downloaded when you use our website. Website usage information is collected using cookies, see the Part 9 on cookies below.

c. From third parties

We may occasionally collect data from third parties such as transport companies if they pass on your details to us. They should only do this with your consent and you may wish to check their privacy policy to find out more information on how they will process your data.

4. What we do with your information

We will process your personal data on the basis of the services you have requested.

We may use the personal data we collect to:

- communicate with you;
- administer Invoices, Quotations and answer your particular queries;
- maintain our own accounts and records;
- arrange services to your residence;
- provide an interactive website where email is used to communicate with users;
- administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- comply with legal and regulatory obligations; and

- for security and to check your identity.

5. Who processes your information?

Your personal data will be processed by our staff at Denton Antiques and approved third parties as instructed.

Specific third party businesses employed by us, such as our accountants will process personal data under our instruction. We take all reasonable steps to ensure that these parties comply with this policy.

Website usage information is processed by third parties, but this information is both aggregate and anonymous. See part 7 on Cookies below.

6. Security, how long and where we store your information

a. How long?

We will keep the information we collect about you for as long as required for the purposes set out above or as required to comply with any legal obligations to which we are subject.

Where we are permitted to send you direct marketing communications we may retain your contact information necessary for this purpose, for as long as you do not unsubscribe from receiving the same from us. If you opt out from marketing, we will retain only the information needed to enable us to respect your wishes to not be contacted for marketing purposes.

b. Security

We ensure that we have appropriate technical controls in place to protect any personal data you provide. For example, we ensure that any online forms are encrypted and our network is protected and routinely monitored. We ensure that access to personal data is restricted only to those staff whose job roles require such access and that suitable training is provided for these staff members.

d. Where we store your personal information

We use cloud-based systems to store and process data and therefore data may be processed outside of the European Economic Area (EEA). We adopt the Information Commissioners approved measures and therefore ensure that personal data is held in compliance with European Data Protection Regulations. We take all reasonable steps to ensure that your data is stored and processed securely in accordance with this policy. By submitting your personal data you agree to this transfer, storing and processing of your information.

We also record personal information in paper form. This paperwork is only available to our shop staff and accountants. It is destroyed by shredding when no longer required.

7. When we share your personal information

Your personal data will be treated as strictly confidential and will only be shared with staff in order to carry out a service or for purposes connected with our business.

a. Legal duty

We may need to pass on information if required by law or by a regulatory body. For example, VAT audit, or if asked for details by a law enforcement agency.

We may use IP address information to identify a website user if we feel that there are or may be safety and/or security issues or to comply with legal requirements.

b. Service providers and Third parties

We do not sell or pass any of your personal information to any other organisations and/or individuals without your express consent.

When required, we ask you to give personal data directly to third parties, such as shippers.

We may provide general information about users of our website with third parties, but this information is both aggregate and anonymous. Website usage information is collected using cookies, see part 7 on Cookies below.

8. External Website Links

Although our website only aims to include safe and relevant external links, we advise users to be aware before they click on any them, that these other websites have their own Privacy Policies and level of security.

We cannot guarantee or verify the data management or contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

9. Cookies

a. What are cookies?

A cookie is a small amount of data that is sent to your browser and stored on your computer's hard drive. Our website makes use of cookies to collect information about our visitors through Google Analytics or similar EU based businesses.

b. How we use them on our website

To enjoy our website to the full, we recommend that you leave cookies turned on. If you turn off cookies then you may not be able to enter parts of the site. The cookie data that we collect we may use to customise the content on our website and to help to understand visitor's current and future needs

c. Managing cookies

Most browsers allow you to turn off the cookie function. To do this you can look at the help function on your browser.

d. Third party cookies

We work third party suppliers who set cookies on our website to enable them to provide us with services. At present we only have Google Maps as a third party supplier, but may use others as well in the future.

These are mainly used for reporting purposes so we can improve the way we communicate. We use websites such as YouTube to embed videos and you may be sent cookies from these websites. We do not control the setting of these cookies, so we suggest you check the third party website for more information about their cookies and how to manage them.

As some of these services may be based outside of the UK and the European Union, they may not fall under the jurisdiction of UK courts. If you are concerned about this you can change your cookie settings (see above) and can find more information about this at: ico.org.uk

10. Your choices and telling us when things change

a. Preferences

You can change your preferences on what you receive from us, or how we contact you. Where you have agreed to subscribe to our marketing, you can stop receiving marketing messages from us at any time by clicking the 'Unsubscribe' link at the bottom of any of these emails we send you. You can also do so using the contacts in part 2.

b. Updating your details

We aim to ensure that the information we hold about you is accurate at all times. To assist us in ensuring that your information is up to date, let us know if any of your personal details change via the contact details in part 2.

c. Telling us to stop processing

You have the right to ask us to erase your personal data, to ask us to restrict our processing or to object to our processing of your personal data. You can do so at any time by using the contacts in part 2.

d. Complaints

Questions, comments and requests regarding this policy are welcomed and should be addressed using our contact details in part 2.

If you have any concerns about our use of your data, you also have the right (as a UK resident) to make a complaint to the Information Commissioner's Office, which regulates and supervises the use of personal data in the UK, via their helpline on 0303 123 1113.

11. Access to your information

You have the right to request details of the information we hold about you. To make this request, please write to us via the contact details in part 2.

For more information about your rights under the Data Protection Act (DPA) and General Data Protection Regulation (GDPR) you can visit the website of the Information Commissioner's Office: ico.org.uk

12. Further processing

If we wish to use your personal data for a new purpose, not covered by this Data Protection Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.

13. Governing law

The Privacy Notice is subject to English law. All claims or disputes (including non-contractual disputes or claims) arising out of or in connection with the use of the websites shall be subject to the non-exclusive jurisdiction of the courts of England and Wales. If you have any queries please contact using the details in part 2.

14. Changes to this privacy notice

We may amend this policy from time to time to take account of changes to our processes or changes to data protection or other legislation. If we make any significant changes to this policy we will show this clearly on our website or in our communications. By continuing to use our website you will be deemed to have accepted these changes.