

Decoredge Limited Privacy Policy

Our contact details -

Decoredge Limited (the controller)

Unit 4D Towngate Business Centre,

Lester Road,

Walkden, Manchester, M38 0PT

Phone Number: 01204 652533

E-mail: enquiries@decoredge.com

Web: www.decoredge.com

1) The type of personal information we collect -

We currently collect and process the following information:

- a) Basic identification details – first name, last name, address of business/residence as applicable and identification number.
- b) Contact details – phone number and email address.
- c) Information about the utilisation of the controller's products and services – data regarding which of the controller's products you used in the past and which you are using now, including product settings etc.
- d) Information collected from mutual communication – information contained in e-mails, recordings of phone calls or other contact forms.
- e) Invoicing and transactional details – especially information contained in invoices, regarding the agreed billing terms and payments received.
- f) Geolocation information – information from the web browser or mobile applications that you use.

2) How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- a) To ensure the conclusion and the subsequent performance of a contract between you and the controller.
- b) To protect its legitimate interests, meaning the fastest and most effective handling of your purchase orders possible. This also includes the preparation of quotations, the processing of every purchase order, the handling of claims, business analysis and planning.
- c) For marketing reasons to allow the controller to tailor the offer to your needs and

inform you about new products. For this purpose of processing, the controller is obtaining your clear affirmative consent.

When processing the above personal data, the controller employs profiling for the purposes of improving its services and creating personalized content of business communication, and it does so based on its legitimate interest.

E-mail addresses may be processed for the purposes of their recording in a database for business communication distribution. These communications may concern only similar goods or services and you can easily opt out from receiving them – by sending a letter, e-mail or clicking on the "Unsubscribe" link in the business communication. The controller will process e-mail addresses for this purpose for the time of product purchases and then for a period of 3 years from their last use.

The controller obtained the personal data directly from you, mainly from completed forms, mutual communication, or contracts. In addition, personal data may originate from publicly available sources. Furthermore, the controller could obtain personal data from third parties that are authorised to access and process your personal data and with whom you cooperate, as well as from information available on social media and the Internet if posted by you.

3) Within legal limits, we are required to disclose personal data to state authorities, such as the tax administrator, courts, criminal justice authorities or capital market supervisory authorities.

Therefore, depending on the nature of the services that you are/were using, third parties that may have access to your personal data include:

- Persons that take care of our technical operations and operators of technologies that we use for our services.
- Persons that regularly provide and test the security and integrity of services and websites.
- Persons that analyse traffic on our websites.
- Persons that deliver shipments with your orders to you.
- Payment gateway providers.
- Business partners or sponsors that are involved in the organisation of our events, conferences, workshops etc.
- Operators of targeted advertising systems.
- Operators of technical solutions that allow us to show you only the content and ads that are relevant to you.

Under certain clearly defined conditions, we are obliged to disclose some of your personal data under applicable legislation.

We will continue to transfer personal data to third parties only if you are fully aware of it and grant your express consent to such transfer.

4) How long will you store personal data?

Personal data will be processed and stored at least for the term of the contract. Some personal data needed, for example, to comply with tax and billing obligations will be retained for longer, usually 10 years starting from the year following the onset of the retained fact.

Personal data that are relevant to the controller's legitimate interests will be retained for no more than 3 years from the end of the contractual relationship with the controller.

Personal data processed for marketing purposes will be archived for no more than 3 years from their acquisition.

Personal data will never be retained longer than for the maximum stipulated by law. Upon the expiry of the archiving period, personal data will be securely and irreversibly destroyed to prevent their misuse.

5) What are your data processing rights and how can you exercise such rights?

How can I exercise my rights?

You can exercise your individual rights by sending an e-mail to enquiries@decoredge.com

Right to information regarding the processing of your personal data

You are entitled to request information regarding whether personal data is processed or not. Information provided to you when exercising this right are contained in this document but that does not prevent you from requesting them again.

Right of access to personal data

If your personal data is processed, you have access to information about the purposes of such processing, categories of personal data concerned, the recipients or categories of recipients, duration of retention of personal data.

Right to rectification

If your place of residence, phone number or other facts that can be considered as personal data have changed, you are entitled to request that the controller rectify the

personal data processed. In addition, you have the right to have incomplete personal data completed.

Changes should be sent by e-mail to enquiries@decoredge.com.

Personal data of a company (such as its registered office) may be changed only by a person authorised to act on behalf of the company.

Right to be forgotten

In certain specific situations, you have the right to request that we erase your personal data. Your request will be subject to an individual evaluation and you will be informed in detail about the result.

Erasure of personal data of a company (such as its registered office) may be requested only by a person authorised to act on behalf of the company.

Right to limitation on processing

The controller processes your personal data only to the extent necessary. If you feel, however, that the controller exceeded the above purposes, you can submit a request to have your personal data processed only for the absolutely necessary legal reasons or blocked. Your request will be subject to an individual evaluation and you will be informed in detail about the result.

Right to data portability

If you want the controller to provide your personal data to another company, the controller will transfer your personal data in an appropriate form to an entity nominated by you unless this is not possible due to legal or other major obstacles.

Right to object and automated individual decision-making

If you find out or believe that the controller processes personal data in violation of the protection of your privacy and personal life or in violation of the law, you can contact the controller and ask the controller to explain or remove the defective condition.

Right to withdraw consent

You have the right to withdraw your previously granted consent to the processing of personal data at any time by sending your withdrawal to the address of the controller's registered office.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at Decoredge Limited, Unit 4D Towngate Business Centre, Lester Road, Walkden, Manchester, M38 0PT

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>