

## Ocee Design Privacy & Information Policy

This Privacy Policy aims to give you information about how Ocee Design collects and processes your personal data. It is important that you read the privacy policy so that you are aware of how and why we are using your data.

If you have any questions about our Privacy Policy please contact our Data Protection Officer at:

Ocee Design Limited,  
Design House,  
Caswell Road  
Brackmills Industrial Estate  
Northampton  
NN4 7PW  
Email: [dataofficer@oceedesign.com](mailto:dataofficer@oceedesign.com)  
Tel: 01604 674674  
Fax: 01604 674673

### Our full details

Ocee Design is the data controller for the purpose of data protection laws and the company is responsible for processing personal data.

### Ocee Design

Company Registration Number: 2524177  
Data Protection registration number: ZA301387  
Email address: [sales@oceedesign.com](mailto:sales@oceedesign.com)  
Postal address: Ocee Design Limited, Design House, Caswell Road, Brackmills Industrial Estate, Northampton NN4 7PW  
Telephone: 01604 674 674  
Fax: 01604 674673

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). However, we ask that you contact us in the first instance and give us the opportunity to address your concerns before you consider contacting the ICO.

Our data protection policy is regularly reviewed to ensure that we comply with all new regulations.

Ocee Design's privacy policy includes the collection, use, and disclosure of personal information that may be collected anytime you interact with us, such as when you visit our website, when you purchase our products or services, visit our showrooms or events, or when you interact with our representatives. It is important that the personal data we hold about you is accurate and current, so please let us know if your personal data changes at any time.

### Why we need personal information

We collect personal information so that we can deliver excellent customer service. It allows us to conduct business with you and inform you of our products and services, events, new launches, special offers, process orders and undertake deliveries etc. We have a legitimate interest in collecting the data to conduct business with you and we take all necessary steps to keep your data secure.

### The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). It is not possible for Ocee Design to enter into a contract to deliver products or services without the provision of certain personal data.

- Identity data: includes first name, last name, username or similar details
- Contact data: includes billing address, delivery address, email address, social media ID, and telephone numbers
- Transactional data: such as bank details and details about payments to and from Ocee Design
- Technical data: IP address, browser type
- Profile data: Marketing preferences and survey feedback responses
- Aggregated data: statistical data
- Usage data: includes information about how you use our website, products and services.

Ocee Design does not collect any special categories of personal data, i.e., details of race, ethnicity, religious belief, sexual orientation, political opinions, trade union membership, health, and generic and biometric data.

### **How we collect your personal data**

We use different methods to collect your personal data including through:

#### Directly from you:

You may give us your identity and contact data either face-to-face or by filling in forms, or by corresponding with us by post, phone, email or otherwise. This includes any personal data you provide when you:

- Place an order for products or services
- Discuss a possible project or after sales activity
- Request information to be sent to you
- Meet us at an exhibition, in our showroom or at a business event
- Give us feedback

#### Automated technology or interactions:

As you interact with our website or any of our digital platforms, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and similar technologies. Please see [our cookie policy](#) for further details

#### Third parties or publicly available sources

Ocee Design may receive personal data from third parties and public sources.

- Technical data from IP addresses from analytics providers such as Google
- Financial data such as payment transaction details from providers of payment and delivery services
- Identity and contact data from publicly available sources such as Companies House

### **How we use your personal data**

We will only use your personal data when the law allows. The information collected may be used to fulfil your order requests, or by our marketing and sales department to send you delivery information, product updates, company news, special offers and company updates. We will use showroom or event visitor information to make your visit arrangements, to ensure that we follow up your visit with any resources you need, and to send you information that could be of interest in the future.

The following table describes the ways we plan to use personal data and the legal basis we rely on to do so.

Legitimate interest means the interest of conducting and managing our business to enable us to give you services and products and a secure experience. We consider and balance any potential impact on you and your rights before we process your personal data for our legitimate interests. Generally, we do not rely on consent as a legal basis for processing your personal data.

Purpose/Activity	Type of data	Lawful basis for processing	Personal data retention
To process and deliver your products or services.	First name, last name, email address, telephone number, delivery address and contact details, billing address, financial details, purchase and service history.	Performance of contract with you	Live customer until inactive for 7 years
To register your business as a customer.	First name, last name, email address, telephone number, delivery address and contact details, billing address, financial details.	Necessary for our legitimate interest	Live customer until inactive for 7 years
To notify you about changes to terms and conditions, the privacy notice or other policies.	First name, last name, email address, address, telephone number.	Necessary to comply with our legal obligation	Live customers until inactive for 7 years. Lead data 7 years
To deliver relevant business information, education programmes, website content, advertising and other marketing and communications.	First name, last name, email address, telephone number, delivery address and contact details, billing address, marketing preference information, purchase and service history.	Necessary for our legitimate interest	Live customers until inactive for 7 years. Lead data 7 years
To use data analytics to improve our website site and other digital platforms.	Technical data and usage data	Necessary for our legitimate interest (to keep our website and digital platforms relevant and to inform our marketing strategy)	
CCTV	Images	Necessary for the security of our facilities.	Recordings are deleted and overwritten on a recycling basis. Recordings are not held for more than one month, unless the footage is required for evidence in any disciplinary or legal investigation.

## Marketing

Ocee Design will use personal data to form a view on what marketing activities it believes will be of interest. You may receive technical and marketing communications if you have requested information from us or purchased products or services and have not opted out of receiving such communications. These communications will include important information such as new product availability, factory holiday shut downs, ordering details and new sales resources.

Ocee Design's marketing activity is based on an email system which provides suppression of any unsubscribed individuals. The list is cleaned a minimum of every six months to remove any outdated contacts and to ensure accuracy.

Every marketing email you receive will have a clear unsubscribe option. You can ask us to stop sending you marketing messages at any time by using the unsubscribe link on our emails, or by contacting [dataofficer@oceedesign.com](mailto:dataofficer@oceedesign.com)

Where you opt out of receiving marketing emails, this will not apply to personal data provided to us and still required to process your orders or requested services.

## Your legal rights

You have the right under data protection laws to:

- Request access to your personal data
- Request correction of your personal data
- Request erasure of your personal data
- Object to the processing of your personal data
- Request restriction of processing your personal data
- Request transfer of your personal data
- Withdraw consent

If you wish to exercise any of these rights, please contact us at [dataofficer@oceedesign.com](mailto:dataofficer@oceedesign.com)

#### **No fee usually required**

You will not normally have to pay a fee for exercising your rights. However, we may charge a reasonable fee if a request is clearly unfounded, repetitive or excessive.

#### Information we may need

We may need to request specific information from you to help us to confirm your identity and ensure that your rights to access your personal data is not disclosed to any person who has no rights to receive it. We may also contact you to ask for further information in relation to your request to speed up our response.

#### **When we disclose your information**

Ocee Design will not sell or rent your contact information to any other third party at any time. We will only provide information to a third party if we have to by law; because of the work we are doing for you; to the extent we are allowed to do so in the Agreement, or if you told us that we can disclose it.

We may share personal data with the following parties:

- As part of Ocee International we may share your information with our other trading companies, Race Furniture Limited, Four Design Group Limited ApS and Ocee International Limited.
- Personal details will also be shared, where required, with courier, delivery and installation service providers to facilitate the completion of your order
- Professional advisors including lawyers, accountants and auditors based in the UK who provide legal or accounting services
- Service providers who provide credit check services

We require all third parties to respect the security of your personal data and treat it in accordance with the law. Ocee International companies all comply with this data protection policy; data is transferred within the EU, and we will ensure the security of that information.

#### **How we protect your personal information**

Ocee Design takes your privacy very seriously. Ocee Design has put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

#### **How long we hold your personal data for**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including the purpose of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purpose for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

#### **Website**

We use analytical cookies on our websites which allow us to record technical data (such as IP addresses) so that we can recognise and count the number of visitors to our site and to see how visitors move around the site when they are using it. This helps us to

improve the way our website works, for example by ensuring that users find what they are looking for easily. We do not keep records of individual names or addresses, all of the data that we collect from the use of cookies is aggregated and anonymous.  
[View our cookie policy](#)

You are not required to input any personal information to use our website in general, however, access to certain areas may require personal information to be recorded.

Any such personal information which we receive via this website will be used by us only for the purposes for which it was received and for any future communications with the sender of such information by Ocee Design. We will not, however, disclose such personal information we receive in respect of your use of the website to any third party without your permission, except as required by law.

Whilst we take all reasonable precautions to protect any personal data users may input via this website we cannot be responsible for and therefore exclude all liability for loss or misuse of personal data which is intercepted or otherwise accessed by unauthorised persons.

Our websites or other platforms may contain links to websites operated by third parties. Ocee Design does not control these sites and is not responsible for their privacy policies or security, such links are provided for your convenience only.

**Data Protection officer:**

Our Data protection officer can be contacted at:  
[dataofficer@oceedesign.com](mailto:dataofficer@oceedesign.com)

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