
PRIVACY AND COOKIES POLICY

Fresh Furniture understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits our Site and will only collect and use information in ways that are useful to you and consistent with your rights and our obligations under the law.

This Privacy and Cookies Policy applies to our use of all data collected by us in relation to your use of the Site. Please read this Policy carefully and ensure that you understand it. Your acceptance of this Policy is deemed to occur upon your first use of the Site and you will be required to read and accept this Policy when signing up for an Account. If you do not accept and agree with this Policy, you must stop using the Site immediately.

1 Definitions

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 the Site;
“Cookie”	means a small text file placed on your computer or device by the Site when you visit certain parts of the Site and/or when you use certain features of the Site;
“Data Protection Act”	means the Data Protection Act 1988;
“Site”	means this website, www.freshfurnituredirect.co.uk ; and
“UK and EU Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015.

2 About us

The Site is owned and operated by Fresh Furniture Direct Limited, a limited company registered in England, whose registered address is Office 7, 35-37 Ludgate Hill, London, EC4M 7JN and whose main trading address is 4 Dewar Court, Astmoor, Cheshire, WA7 1PT.

2 What does this Policy cover?

This Policy applies only to your use of the Site. It does not extend to any websites that are linked to from the Site (whether we provide those links or whether they are shared by other users). We have no control over how your data is collected, stored or used by other websites. We advise you to check the privacy policies of any such websites before providing any data to them.

3 What data do we collect?

Some data is collected automatically by the Site. Other data will only be collected if you voluntarily submit it (for example, when signing up for an Account). Depending upon your use of the Site, we may collect some or all of the following data:

- 3.1 your name;
- 3.2 your date of birth;
- 3.3 your gender;
- 3.4 your profession;
- 3.5 your contact information such as email addresses and telephone numbers;
- 3.6 demographic information such as your post code, preferences and interests;
- 3.7 financial information such as credit/debit card numbers;
- 3.8 your IP address (automatically collected);
- 3.9 your web browser type and version (automatically collected);
- 3.10 your operating system (automatically collected);
- 3.11 a list of URLs starting with a referring site, your activity on the Site, and the site you exit to (automatically collected);

4 How do we use your data?

- 4.1 All personal data is stored securely in accordance with the principles of the Data Protection Act 1998.
- 4.2 We use your data to provide the best possible products and services to you. This includes:
 - 4.2.1 providing and managing your Account;
 - 4.2.2 providing and managing your access to the Site;
 - 4.2.3 personalising and tailoring your experience on the Site;
 - 4.2.4 supplying our products and services to you;
 - 4.2.5 personalising and tailoring our products and services for you;
 - 4.2.6 responding to communications from you;
 - 4.2.7 supplying you with email, texts, newsletters etc that you have subscribed to;
 - 4.2.8 market research;
 - 4.2.9 analysing your use of the Site and gathering feedback to enable us to continually improve the Site and your user experience;
- 4.3 With your permission and/or where permitted by law, we may also use your data for marketing purposes which may include contacting you by email, telephone, text message, post and Social Media with information, news and offers on our products and services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply

with our obligations under the Data Protection Act and UK and EU Cookie Law.

- 4.4 Advertisers whose content appears on the Site may engage in what is known as “behavioural advertising” – advertising which is tailored to your preferences, based on your activity. Your activity is monitored using Cookies. You can control and limit your data used in this way by adjusting your web browser’s privacy settings. Please note that we do not control the activities of such advertisers, nor the information they collect and use. Limiting the use of your data in this way will not remove the advertising, but it will make it less relevant to your interests and activities on the Site.

5 How and where do we store your data?

- 5.1 We only keep your data for as long as we need to in order to use it as described in clause 5 and/or for as long as we have your permission to keep it.
- 5.2 Your data will only be stored within the European Economic Area, which consists of all EU member states plus Norway, Iceland and Liechtenstein).

OR

- 6.2 Some or all of your data may be stored or transferred outside of the European Economic Area (the “EEA”) (The EEA consists of all EU member states plus Norway, Iceland and Liechtenstein.) You are deemed to accept and agree to this by using the Site and submitting information to us. If we do store or transfer data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the EEA and under the Data Protection Act. Such steps may include (but not be limited to) the use of legally binding contractual terms between us and any third parties we engage and the use of the EU-approved Model Contractual Arrangements.
- 5.3 Data security is of great importance to us, and to protect your data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through the Site.
- 5.4 Notwithstanding the security measures that we take, it is important to remember that the transmission of data via the internet may not be completely secure. You should take suitable precautions when transmitting any data via the internet.

6 Do we share your data?

- 6.1 We may share your data with other companies in our group.
- 6.2 We may sometimes contract with third parties to supply products and services to you on our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.
- 6.3 We may compile statistics about the use of the Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be

anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.

- 6.4 In certain circumstances, we may be legally required to share certain data we hold, which may include your personal information – for example, where we are involved in legal proceedings, where we are complying with the requirements of legislation, a court order or a governmental authority. We do not require any further consent from you to share your data in such circumstances and we will comply as required with any legally binding request that is made of us.

7 What happens if our business changes hands?

We may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of our business. Data provided by users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the data for the purposes for which it was originally collected by us.

8 How can you control your data?

When you submit information via the Site, you may be given options to restrict our use of your data. We aim to give you strong controls on our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from us, which you may do by unsubscribing using the links provided in our emails).

9 Your right to withhold information

- 9.1 You may access certain areas of the Site without providing any data at all. [However, to use all features and functions available on the Site you may be required to submit or allow for the collection of certain data.]
- 9.2 You may restrict your internet browser's use of Cookies.

10 How can you access your data?

You have the right to ask for a copy of any of your personal data we hold (if any) on payment of a £10 fee. Please contact us at support@freshfurnituredirect.co.uk or using the contact details in clause 12 below.

11 Cookies

The Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of the Site and to provide and improve our products and services. By using the Site, you may also receive certain third party Cookies on your device. Third party Cookies are those placed by websites, services and/or parties other than us. We use third party Cookies on the Site for advertising and collecting data. Also, the Site uses analytics services provided by Google and third-party tracking software which also

uses Cookies. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how people use the Site.

12 Contacting us

If you have any questions about the Site or this Policy, please contact us by email at support@freshfurnituredirect.co.uk, by telephone on 0333 987 3944 or by post at 4 Dewar Court, Astmoor, Cheshire, WA71PT.

13 Changes to this Privacy Policy

We may change this Privacy Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Site and you will be deemed to have accepted the revised terms of this Policy on your first use of the Site following the alterations. We therefore recommend you check this page regularly to keep up-to-date.