



Park Royal Office Furniture Privacy Policy

Information about our privacy policy

This policy was last amended on 18th April 2024 to comply with the General Data Protection Regulation Act 2018 which supersedes the Data Protection Act 1998, by using our website and our services you consent to this privacy policy.

If we decide to change this policy, we will post those changes on this page, and update the privacy policy modification date above.

If you have any questions regarding this privacy policy, you may contact our CISO Ahmed Kamara at support@profurniture.co.uk.

Our contact details:

Park Royal Office Furniture,
186 Acton Lane, London, NW10 7NH
Phone: 020 8838 1500

The type of information and when we may collect it

The organization collects a range of information about you. This may include:

- We collect the information you provide us when you contact us via our websites, mobile apps, email, telephone, social media or otherwise. In addition, information may be collected when signing up to our newsletters, alerts, or by creating an account and then using our services.
- CCTV information. Our office and showroom are monitored with CCTV cameras. These cameras are for physical security and the protection of our assets. These cameras do not record audio, but your image may be picked up by them when you enter or exit the vehicle.
- Information may be provided to us by your company/employer. Corporate customers may provide us with information about you when they sign up to use our services, this could include your name and business email address and phone number or other relevant information to assist the performance of our services.
- information provided to us by a third party and/or collected from public records in the case of fraud or suspected fraud. We may obtain information from third parties and from public records to prevent and detect fraud.

How we use your information for

To perform our contract with you, your information will be used:

- To communicate with you;
- To provide/deliver an order you have made with us to your address;

In order to provide you with the most effective and appropriate service, we will use your information:

- To identify bona fide users;
- To detect and prevent fraud and/or crimes;
- To meet customer service requirements and where required, for complaint handling and feedback;
- For reporting and data analysis purposes and to monitor and assess the quality of service;
- To administer any promotion, survey or feature available through our various services.
- For insurance purposes;
- To comply with our statutory and regulatory obligations, as required by the relevant licensing authorities;
- To assist hosting events on behalf for a client/s;
- To provide quality assurance information including complaints, compliments and evaluations about our drivers;
- To sign you up for our newsletters or alerts;
- To contact you via telephone, email, SMS or via our apps;
- To utilise the information you provide to provide a more effective and responsive service. Such as vehicle types, specific collection points, support needs etc.;
- To enforce our terms and conditions;
- Where you have opted into a marketing opportunity, the email address you provide for order processing, may be used to send you information and updates pertaining to your order. These updates may on occasion also include company news, updates, related product or service information, etc.

We use cookies

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow). This enables the sites or service providers systems to recognize your browser and capture and remember certain information.

We use cookies to compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. We may contract with third-party service providers to assist us in better understanding our site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

If you would like to find more information about cookies and how to manage them please visit <http://www.allaboutcookies.org/>.

We receive information from other sources such as from analytic companies in the case of in car wifi data usage and in the case of telematics data.

We use Google Analytics, which is a web analytic tool that helps us understand how users interact with our web services. Google Analytic uses first-party cookies to track user interactions, such as how users use our

websites. This information is used to help us improve our websites. The reports disclose website trends without identifying individual visitors. You can opt out of Google Analytics without affecting how you visit our websites. For more information on opting out of being tracked by Google Analytics across all websites you use, visit this Google page: <https://tools.google.com/dlpage/gaoptout>

Profiling

- **Fraud prevention:** We use a combination of risk screening tools and manual intervention to ensure that customer profiles are not fraudulent. To do this, we match the personal data provided by customers against data fields such as name, email address, mobile number and we use this to accept or decline orders.
- **Marketing:** We manually carry out customer segmentation for marketing purposes based on journey history. We use this to make our newsletters more relevant for market segments, such as promoting relevant journey types.

Disclosure of any information to outside parties

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our websites, conducting our business, or servicing you, so long as those parties agree to keep this information confidential.

Categories of recipients include:

- Cloud storage providers located in the UK, to store your personal data you provide and for disaster recovery services, as well as for the performance of any contract we enter into with you;
- IT Services providers that provide us with SaaS services;
- Partner drivers based in the territory in which you request services;
- IT support service providers who support and maintain our booking platform and have access at our premises working on a secure server; and
- Our insurance company and claims handling companies, for the purpose of investigating and settling any insurance claims.

How we store your personal information

Park Royal Office Furniture' holds personal data in secured environments, these can include: Our own secure servers, email accounts, desktops, employee-owned devices, paper files and backup storage.

We cannot guarantee the security of your information transmitted through the websites, over email or via our call centre; any transmission is at your own risk. Once we have received your information, we will take appropriate technical and organisational measures to safeguard your personal data against loss, theft and unauthorised use, access or modification.

Procedures in place for deletion

Upon request by the authorised account holder data will be deleted from both database servers within 30 days of the request followed up by a privacy notification and confirmation of the deletion. This can be done by contacting the CISO Ahmed Kamara via email to support@profurniture.co.uk.

Data processed via email are subject to the Office 365 on board retention policy, this includes the purging of unfiled mail after 30 days.

Employee and mobile users including sub-processors who process data on behalf of our company are subject to a systematic 30 days deletion policy after the completion of a contractual obligation.

Your rights as a data subject

Under data protection law, you have rights including:

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- **Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at support@profurniture.co.uk if you wish to make a request.

You have a right to lodge a complaint with a supervisory authority in regard to how your information has been handled. Please contact the Information Commissioner's Office (ICO).

Review Schedule

Review Date	Parties
09/04/2018	Management personnel
20/04/2018	Management personnel
20/04/2019	Management personnel
20/04/2020	Management personnel
20/04/2021	Management personnel

Version History

Revision Date	Version	Author	Notes
25/04/2020	V 1.2.1	DPO	Amended contact details
20/04/2021	V 1.3	DPO	Amended data processing list
20/04/2023	V 1.4	DPO	Reviewed
18/04/2024	V 1.5	DPO	Reviewed