

Privacy Policy

Introduction & Controller Information

- Purpose & Scope: This privacy notice aims to give you information on how Grestec Tiles Ltd collects and processes your personal data, including any data provided directly via our website or otherwise. It is important that you read this privacy notice together with any other privacy notice, fair processing notice, or privacy policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.
- Data Controller Details: Grestec Tiles Ltd is the controller responsible for your personal data. Questions or requests to exercise legal rights should be directed to our Data Privacy Manager, Alison Eastman (sales@grestec.co.uk, +44 (0) 345 130 2241, Unit 4-6, Marley Farm Business Estate, Headcorn Road, Ashford, Kent, TN27 8PJ, UK). You have the right to complain to the ICO (www.ico.org.uk), though we appreciate the chance to address concerns first.
- Version & Data Accuracy: This version was last updated on 22 May 2018 and historic versions can be obtained by contacting us. It is important that the personal data we hold about you is accurate and current; please keep us informed if your personal data changes during your relationship with us.

The Data We Collect About You

Personal data means any information about an individual from which that person can be identified (excluding anonymised data). We may collect, use, store, and transfer different kinds of personal data grouped as follows:

- Identity Data: First name, maiden name, last name, username or similar identifier, marital status, title, date of birth, and gender.
- Contact Data: Billing address, delivery address, email address, fax number, and telephone numbers.
- Financial Data: Bank account, payment card details, IBAN number, SWIFT code, sort code, and preferred payment methods.
- Transaction Data: Details about payments to and from you, and other details of products and services you have purchased from us.
- Technical Data: IP address, login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website.

- Profile Data: Username and password, purchases or orders made by you, your interests, preferences, feedback, and survey responses.
- Usage Data: Information about how you use our website, products, and services.
- Marketing and Communications Data: Your preferences in receiving marketing from us and our third parties, and your communication preferences.
- Aggregated & Special Category Data: We also collect, use, and share Aggregated Data (such as statistical or demographic data) for any purpose. Aggregated Data is not considered personal data in law as it does not directly or indirectly reveal your identity; however, if combined with your personal data to identify you, we treat it as personal data. We do not collect any Special Categories of Personal Data (race/ethnicity, religious/philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, health, genetic, or biometric data), nor do we collect any information about criminal convictions and offences.

How Is Your Personal Data Collected?

- Direct Interactions & Automation: You may give us your Identity, Contact, and Financial Data directly by filling in forms or corresponding by post, phone, email, fax, or otherwise (e.g., purchasing products/services, making website inquiries, attending events, subscribing, requesting marketing, entering promotions, or providing feedback). As you interact with our website, we automatically collect Technical Data about your equipment, browsing actions, and patterns using cookies, server logs, and similar technologies.
- Third Parties, Public Sources & Third-Party Links: We may receive personal data about you from various third parties and public sources (analytics providers, advertising networks, search information providers, payment/delivery services, data brokers, Companies House, and Electoral Register). Our website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you; we do not control these third-party websites, are not responsible for their privacy statements, and encourage you to read the privacy notice of every website you visit when leaving our site.

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How We Use Your Personal Data

- Lawful Grounds: We will only use your personal data when the law allows us to. Most commonly, we process data where: 1) We need to perform the contract we are about to enter into or have entered into with you; 2) It is necessary for our legitimate interests (or those of a third party) and your interests/fundamental rights do not override those interests; 3) We need to comply with a legal or regulatory obligation. Generally, we do not rely on consent, but if we do, you can withdraw consent to marketing at any time via [<https://grestec.co.uk/contact-us/>].

- Change of Purpose: We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another compatible reason. If we need to use data for an unrelated purpose, we will notify you and explain the legal basis. Please note we may process data without your knowledge or consent where required or permitted by law.

- Failure to Provide Data: Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time. We will only use personal data for original or compatible purposes unless notified otherwise.

Purposes for Which We Will Use Your Personal Data

Purpose/ Activity	Type of Data	Lawful Basis for Processing (Including Legitimate Interest)
To register you as a new customer/ client	(a) Identity (b) Contact	Performance of a contract with you

To process your request (and, where applicable, deliver) services to you including: (a) Providing such services to you via email, postal address or otherwise (b) Manage payments, fees and charges (c) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review, take a survey or provide other feedback	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers/clients use our products/services)
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation

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To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers/clients use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, marketing, customer/client relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers/clients for our products/services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about products/services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

Marketing, Choices & Disclosures

- Marketing Rules & Opt-Outs: We may use your Identity, Contact, Technical, Usage, and Profile Data to form a view on what may interest you. You will receive marketing if you requested information, purchased goods/services, or entered a promotion without opting out. We get express opt-in consent before sharing data with third parties outside our group for marketing. You can opt out at any time by contacting us; opting out of marketing does not apply to personal data provided due to a product/service purchase, warranty, or other transaction.
- Data Disclosures: We may share personal data with

Internal Third Parties (group companies acting as joint controllers/processors inside/outside the EU), External Third Parties (IT/system administration service providers, professional advisers including lawyers/bankers/auditors/insurers, and HMRC/regulators), or third parties to whom we may sell, transfer, or merge parts of our business. All third parties must respect data security and process data strictly per our instructions and legal requirements.

International Transfers, Security & Retention

- Transfers & Security: We generally do not transfer data outside the EEA. If we do, we ensure equivalent protection via European Commission adequacy decisions, EC-approved model contracts, or the EU-US Privacy Shield framework. We have implemented appropriate security measures to prevent data from being accidentally lost, unauthorizedly accessed, altered, or disclosed, restricting access to those with a business need under duties of confidentiality. Procedures are in place to notify you and regulators of suspected breaches where legally required.
- Retention Period: Data is retained only as long as necessary to fulfill collection purposes (including legal, accounting, or reporting requirements). By law, basic customer information (Contact, Identity, Financial, and Transaction Data) must be kept for at least 6 years after ceasing to be customers for tax purposes. You may request our retention policy for specific periods. Data may be erased or anonymized for statistical research, allowing indefinite use without further notice.

Your Legal Data Rights

- Summary of Rights: Under data protection laws, you have the right to request access, correction, erasure, restriction, or transfer of your personal data, object to processing (including direct marketing), or withdraw consent at any time.
- Exercising Rights: Requests are generally free of charge and processed within one month; reasonable fees or extensions may apply for unfounded, complex, or repetitive requests. Identity confirmation may be required for security before disclosing data.

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Glossary

Lawful Basis:

- Legitimate Interest: The interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We consider and balance any potential impact on you (both positive and negative) and your rights before processing your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by impact on you (unless we have your consent or are otherwise required or permitted to by law).
- Performance of Contract: Processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- Comply with a legal or regulatory obligation: Processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Third Parties:

- Internal Third Parties: Other companies in our corporate group who may act as joint controllers or processors and who may be based inside or outside the EU (for example, studios based outside the EEA with whom we are working).

External Third Parties:

- Service providers who may act as processors based inside or outside the EU and who provide IT, system administration, and other services.
- Professional advisers who may act as processors including lawyers, bankers, auditors, and insurers based inside or outside the EU who provide consultancy, banking, legal, insurance, and accounting services.
- HM Revenue & Customs, regulators, and other authorities who may act as processors based inside or outside the EU who require reporting of processing activities in certain circumstances.