



Privacy
Policy Statement



Privacy Policy Statement

Dalen Limited, Valepits Road, Garretts Green,
Birmingham B33 0TD, UK

Company No: 1542645
Registered Office: Valepits Road, Garretts Green,
Birmingham, B33 0TD, UK

1. DEFINITIONS

- 1.1. The term “Company” shall mean Dalen Limited.
- 1.2. The term “DALEN DESIGN CONCEPTS” shall mean Dalen Limited and vice versa.
- 1.3. The term “supplier” shall mean persons and companies supplying goods to the Company.
- 1.4. The term “purchaser” shall mean the person, firm or company purchasing goods.
- 1.5. The term “purchase’ shall mean the purchase of the goods.
- 1.6. The term “goods” shall mean the goods and/or services to be supplied by the Company.
- 1.7. The term “online purchase” shall mean the offer and/or purchase of the Company’s goods and services through its website/s.
- 1.8. The terms “Register” and “Registrant” shall mean the person, whether as an individual or on behalf a company or a company registering as a customer or providing contact information through other routes, for the supply, purchase or receipt of promotional and sales services operated by the Company.
- 1.9. The terms “Registrant Information” and “Contact Information” shall mean the information requested of and given by customer or supplier when they register, this shall include any subsequent changes in the registrant’s details supplied by the customer.
- 1.10. The terms “Newsletter”, “Flyer”, “Invitation”, “Letter”, “e-brochure” and “e-mail letter” shall mean printed or electronic materials created by DALEN DESIGN CONCEPTS and sent to registrants to promote, inform and advertise it goods, products and services.

- 1.11. The term “Data Storage” shall mean the retention of information supplied by registrants.
- 1.12. The term “Employee” shall mean a person working for the company and, in relation to the collection and storage of data, shall include persons working for the company through an agent.
- 1.13. The term “Employee Records” shall mean information collected and stored by the Company about employees, either employed directly or through an agent, and required to ensure that the company’s policies can be enacted or as maybe required of the Company in law.

2. GENERAL

- 2.1. This Privacy Policy supersedes any other Privacy Policy, or descriptions, or statements as to the amount, and nature of data collected by DALEN DESIGN CONCEPTS, its storage and its method of collection or use.
- 2.2. No representative or agent of the Company has any authority to agree any terms or make any representations that are inconsistent with this Policy. The Company will not be bound by any statements made by any person purporting to act on the supplier’s behalf unless any such statement is specifically confirmed in writing by a duly authorised officer of the Company.
- 2.3. The Company is registered with the UK Information Commissioner’s Office (ICO) and adheres to the conditions required by the ICO for the collection, storage and use of data. All issues relating to Privacy and Data will be dealt with under English law.

3. INFORMATION & DATA

- 3.1. The Company retains information about customers and suppliers to enable it to trade and to promote its services and goods.
- 3.2. The Company will provide customers with a clear opportunity to unsubscribe from receiving promotional information from the Company each time such information is sent and the Company will act on such requests in a timely manner.
- 3.3. The Company retains information about employees to enable it to enact its policies and as maybe required of the Company in law.

- 3.4. The Company will seek to limit the extent of the data it collects and keeps about its customers and suppliers to that necessary to enable it to trade and promote itself.
- 3.5. The Company will seek to limit the extent of the data it collects and keeps about employees to that necessary to enable it to trade, enact its policies and as required in law.
- 3.6. The Company will take all reasonable steps to ensure that the data it retains about customers, suppliers or employees is accurate and up to date, but cannot be held responsible for errors or where a customer, supplier or employee's details change and the Company is not informed.
- 3.7. The Company will take all reasonable steps to ensure that its Data Storage management is appropriate, proportionate, robust and secure and that any data held by the company is used for the purpose for which it was collected by the appropriate employees of the Company.
- 3.8. The Company will not seek to hold information longer than is appropriate for it to trade effectively or enact its policies or as is required in law.
- 3.9. The Company will take all reasonable steps to ensure that when Data held is no longer needed by the Company that it is disposed of in a safe and appropriate manner.
- 3.10. The Company retains account details for customers, supplier and employees as necessary for the Company to make and receive payments.

4. ONLINE PURCHASE & REGISTRATION

- 4.1. The Company does not collect or retain credit card and other card payment details for online purchases made through its website; such payments being made through a third party provider, currently PayPal. The information collected and retained for sales made through the website is limited to that required to prove payment has been made and to despatch goods or contact the purchaser.
- 4.2. The online purchase of goods on the Company's website can only be made by customers who have registered on the company's website.
- 4.3. When registering on the Company's web site Customers are asked to supply Registrant information, namely: Company Name (if applicable), Name, Surname, Telephone Number, Email Address, Postal Address and to create a User Name and Password.

- 4.4. The Registrant is able to unsubscribe from the web site at any time and their records will be deleted within a timely manner.
 - 4.5. At the time of registering the Registrant is provided with an option to unsubscribe to the Company Newsletter and receipt of other promotional materials. The Registrant is also offered the opportunity to unsubscribe on every occasion that information is sent.
- 5. CONTACT & REQUESTS FOR DATA OR CLARIFICATION**
- 5.1. The Company does not sell, rent or divulge its customer or employee data to third parties other than is required in law.
 - 5.2. All requests for information held by the Company about an individual or company should be made in writing to the Company and must be made by the individual, a duly authorised officer of a company or an agent duly authorised by an individual or company or by a body legally empowered in English law to request and receive such information.
 - 5.3. Proof that a request for information is made by the individual, company or agent to whom the information relates or is made by a body legally empowered in English law to request and receive such information, will normally be required, in order to ensure that a request is lawful.
 - 5.4. The Company will seek to comply with requests for information in a timely manner, normally within 90 days, and within the requirements of the prevailing laws of England and guidelines provided by the ICO.
 - 5.5. The Company will amend records in a timely manner where it is shown that information held is incorrect.
 - 5.6. The Company will dispose of records in a timely manner where it is shown that information held should no longer be retained.
 - 5.7. Written request should be sent to: Data Controller, Dalen Limited, Valepits Road, Garretts Green, Birmingham B33 0TD, UK.

September 16th 2020

Signed By:



Clive Beardmore
Managing Director