

## Privacy policy & use of Cookies

### 1. Introduction

1.1 We are committed to safeguarding the privacy of visitors to our website; this policy sets out how we will handle your personal data.

1.2 By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

### 2. What information do we collect?

2.2 We may collect, store and use the following kinds of personal data:

2.3 We may process data about your use of our website (“usage data”). The usage data may include your IP address, geographical location, browser type and version, operating system, device type, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. Our source of usage data is Google Analytics. This data may be processed for the purpose of analysing the use of our website and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.

2.4 We may process your account data (“account data”). The account data may include your name and email address. The source of the data is you or your employer. The account data may be processed for the purpose of providing our services and communicating with you. The legal basis for this processing is our legitimate interests, namely the performance of contract between you and us and/or talking steps, at your request, to enter into such contract.

2.5 We may process information contained in any enquiry you submit to us regarding our products and/or services to you (“enquiry data”). The enquiry data may be processed for the purposes of offering, marketing or selling relevant products and/or services to you. The legal basis for this processing is consent.

2.6 We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters (“notification data”). The notification data may be processed for the purpose of sending you the relevant notifications and/or newsletters. The legal basis for processing this is consent.

2.7 In addition to the specific purposes for which we may process your personal data set out in this Section 2, we may also process any of your personal data where such processing is necessary for compliance with legal obligations to which we are subject.

2.8 Please do not supply any other person’s personal data to us unless we prompt you to do so.

### 3. Retaining and deleting your personal data

3.1 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

3.2 We will retain and delete your personal data as follows:

3.3 Account data will be retained for the duration of our commercial or professional relationship with you or your business. Following the end of any such relationship, we are required to retain this data for a period of at least 6 years to comply with current UK tax legislation.

3.4 Enquiry data will be retained for a maximum of 18 months after the date of last contact with you in the instance that we have not subsequently entered into a contract as a result of your enquiry.

3.5 Notification data is retained for as long as you decide to remain subscribed to such services.

3.6 Notwithstanding other provisions of this section 3, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

### 4. Using your personal data

4.4 Personal data submitted on this website will be used for the purposes specified in this privacy policy.

4.5 We may use your personal data to:

4.6 Enable your use of the services available on our website

4.7 Send you general (non-marketing) commercial communication

4.8 Send you email notifications or newsletter where you have specifically requested to opt-in

4.9 Send to you marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this by email, or similar technology. (You can inform us at any time if no longer require marketing communication)

4.10 Provide third parties with statistical information about our users- but this information will not be used to identify any individual user;

4.11 Deal with enquiries or complaints made by or about you relating to the website

### 5. Providing your personal data to others

5.1 Except as provided in this privacy policy, we will not provide your information to third parties.

5.2 We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors, including insurers and/or professional advisors insofar as is reasonably necessary for the purposes set out in this privacy policy.

5.3 In addition we may disclose information about you:

- (a) To the extent that we are required to do so by law
- (b) In connection with any legal proceeding or prospective legal proceedings
- (c) In order to establish, exercise or defend our legal rights (including providing information to others for the purpose of fraud prevention and reducing credit risk); and
- (d) To the purchaser or prospective purchaser of any business or asset which we are selling.

## 6. International transfers of your personal data

6.1 Information that we collect may be stored and processed in and transferred between any of the countries in which we operate in order to enable us to use the information in accordance with this privacy policy.

6.2 Information which you provide may be transferred to countries which do not have data protection laws equivalent to those in force in the European Economic area.

6.3 Should you subscribe to our newsletter, your name and email address will be transferred to MailChimp for processing. MailChimp is situated in the United States. The European commission has made an “adequacy decision” with respect to the data protection laws of the United States. Transfers to the United States will be protected by appropriate safeguards, namely the EU-US Privacy Shield Framework.

6.4 By using our website you expressly agree to such transfers of personal information

## 7. Security of your personal data

7.1 We take the security of your personal data seriously and we will take reasonable technical and organisational precautions to prevent loss, misuse or alteration of your personal information. We will store all the personal information you provide on our secure password- and firewall- protected servers. You should be reminded that, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

## 8. Third party websites

8.1 Our website contains links to other external websites which we believe are relevant and of interest to our website users. We are not responsible for the privacy policies or practises of third party website.

## 9. About Cookies

9.1 A cookie consists of information (a string of letters and numbers) sent by a web server to a web browser, and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

9.2 We use both “session” cookies and “persistent” cookies on the website. We will use the session cookies to: keep track of you whilst you navigate the website. We will use the persistent cookies to: enable our website to recognise you when you visit. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

9.3 Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

## 10. Cookies that we use

10.1 We use cookies for the following purposes:

(a) Whether your browser can accept cookies – WordPress may write a test cookie to your browser to check that it can accept cookies for the purposes of logging in. We do not currently host any services on our website that require you to log in- WordPress may however still write this cookie under certain circumstances. The relevant cookies is: `wordpress_test_cookie`.

(b) Whether you have dismissed the cookie notice banner at the foot of the site – we write a cookie to your browser when you have dismissed this notice to ensure that we do not display it again. This cookie expires 1 month after being set. The relevant cookie is: `cookie_notice_accepted`.

## 11. Cookies used by our service and hosting providers

11.1 Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

11.2 We use Google Analytics to analyse the use of this website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users’ computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google’s privacy policy is available at: [www.google.com/privacypolicy.html](http://www.google.com/privacypolicy.html)

## 12. Managing Cookies

12.1 Most browsers allow you to refuse to accept cookies. The methods for doing so vary from browser to browser, and from version to version. Examples of how to do this on two common browsers are:

(a) Internet Explorer; by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all

cookies” using the sliding selector.

(b) Google Chrome, by clicking “Settings”, “Advanced”, under “Privacy and security” click “Content Settings”, “Cookies”, under “All cookies and site data”, “Remove all”, “Clear all”.

12.2 Blocking all cookies will have a negative impact on your user experience of many websites.

12.3 If you block cookies you may not be able to use all the features on our website.

## 13. Updating information

13.1 Please let us know if the personal information which we hold about you needs to be corrected or updated.

## 14. Your rights

14.1 In this section 14, we have summarised the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

14.2 Your principle rights under data protection law are:

- (a) The right to access;
- (b) The right to rectification;
- (c) The right to erasure;
- (d) The right to restrict processing;
- (e) The right to data portability;
- (f) The right to complain to a supervisory authority;
- (g) The right to withdraw consent;

14.3 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee, currently set at £10.00.

14.4 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.

14.5 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; the processing is for direct marketing purposes; and the personal data

have been unlawfully processed. However, there are certain general exclusions of the right to erasure. Those general exclusions include where processing is necessary: for compliance with a legal obligation or for the establishment, exercise or defence of legal claims.

14.6 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.

14.7 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

14.8 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

14.9 You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

14.10 To the extent that the legal basis for our processing of your personal data is consent, and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.

14.11 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

14.12 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

14.13 You may exercise any of your rights in relation to your personal data by written notice to us.

## 15. Our details

15.1 This website is operated by David Walters Fabrics.

15.2 We are registered in England and Wales under registration number 00060209 and our registered office is at:

Stephen Walters and Sons Ltd, Sudbury Silk Mills, Cornard Road, Sudbury, Suffolk, CO10 2XB

Our contact information can be found here: [Contact Us](#)

## 16. Policy amendments

16.1 We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.