



Dream Designs NI

PRIVACY NOTICE

This Privacy Notice sets out how Dream Designs NI uses and protects any information that you give us in the course of your interactions with our business, or when you use our website.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this Notice.

This Privacy Notice tells you what to expect when we collect and use your personal information. It applies to information we collect about:

- Visitors to our website
- Individuals who use our products or services
- Individuals who subscribe to our newsletter, or request information from us
- Surveys and market research that we may carry out

What information do we typically process?

We may process the following information:

- Name and contact information, including a telephone number, email address, and postal address
- Other information relevant to customer surveys and/or offers

The lawful basis for processing the majority of the information we hold is "Contract". This means that there is certain data we need to process in order to fulfil our contractual obligations to our customers. Other lawful bases for us processing data includes "Legitimate Interest" and "Consent". This means we either have a legitimate business interest to process the data, or we have obtained your explicit consent.

What do we do with this information?

We require this information for our legitimate business interests, to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- Where you are a current customer, we may periodically send promotional emails about new products, special offers, or other relevant information that we think you may find interesting, using the email address you have provided. You can request to be removed from our email list at any time.
- Where you are not a current customer, you can provide your consent to subscribe to receive our newsletter. You can request to be removed from our email list at any time.
- From time-to-time we may also use your information to contact you for market research purposes, for example to complete a Customer Satisfaction Survey. We may contact you by email, phone, or by post. We may use the information you provide to make changes to our business processes or website.

We do not share your data with any third parties, and your data is not transferred to any other countries. Personal data is processed securely within our password protected business software, including Sage and Xero. Personal data is processed for as long as is necessary in line with our legitimate business interests, and will be securely erased and/or destroyed when the legitimate business interest is no longer applicable.

Visitors to our website

Our website is securely self-published and hosted by Krystal (<https://krystal.co.uk/terms>). When someone visits www.dreamdesignsni.co.uk, we collect standard and anonymous internet log information, such as user activity and page visits, to monitor the effectiveness of our website and help us improve it. We cannot identify website users from the information collected, and we do not attempt to discover the identities of the individuals.

Cookies

We use traffic log cookies to identify which pages you are visiting on our website. Cookies do not enable us to identify you as an individual. A cookie in no way gives us access to your computer, or any information about you. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you

can usually modify your browser setting to decline cookies, if you prefer. This may prevent you from taking full advantage of our website.

Our e-newsletter

We use a third party provider, MailChimp (<https://mailchimp.com/legal/privacy/>), to deliver our e-newsletters. We gather statistics about email performance to help us monitor and improve our e-newsletter. Current customers may receive our e-newsletter via “soft opt-in”. This means we may contact customers with information that may interest them on the basis of the products/services they have purchased from us.

Anyone who wishes to receive our e-newsletter can provide explicit consent to opt-in. This can be in the form of an email to info@dreamdesignsni.co.uk asking to be subscribed to our e-newsletter, or by completing our sign-up form. You can elect to be removed from our e-newsletter by clicking “unsubscribe” in any of our emails, or by sending your request to be removed to the email address provided above.

Links to other websites

Our website or e-newsletter may contain links to other websites of interest. However, once you have used these links to leave our website, you should note that we do not have any control over any other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide while visiting such sites, and such sites are not governed by this Privacy Notice. You should exercise caution and read the Privacy Notice applicable to the website in question.

Social media

We have a social media profile on Facebook (<https://www.facebook.com/dreamdesignsni/>), Instagram (<https://www.instagram.com/dreamdesignsni/>), and Twitter (<https://twitter.com/dreamdesignsni/>). If you send us a private message via social media the message will be stored, but it will not be shared with any other organisations.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect both on and off-line.

Your rights

Under the General Data Protection Regulations, you have rights as an individual which you can exercise in relation to the information we hold about you. For more information see <https://ico.org.uk/for-the-public/is-my-information-being-handled-correctly/>.

Access to personal information

Individuals can find out if we hold any of their personal information by making a ‘Subject Access Request’ under the General Data Protection Regulation. If we do hold information about you we will: give you a description of it; tell you why we are holding it; and let you have a copy of the information in an intelligible form.

To make a request for any personal information we may hold, you need to put the request in writing, and send it to the address below. If you agree, we will try to deal with your request informally, for example by providing you with the specific information you need over the telephone.

Complaints or queries

We try to meet the highest standards when processing personal information. For this reason, we take any complaints we receive very seriously. We encourage people to bring it to our attention if they think that our processing of information is unfair, misleading, or inappropriate.

This Privacy Notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of our data processing. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below.

How to contact us

If you want to request information about our Data Protection Policy, or Privacy Notice, you can email us at info@dreamdesignsni.co.uk, or write to us at:
Dream Designs UK
2 Woodstock Link, Belfast, BT6 8DD

Changes to this privacy notice

We keep our Privacy Notice under regular review. This Privacy Notice was last updated on 10/04/2018.

Approved for Release: 10/04/2018