



## **Privacy Policy for The Softwood Stairs Company**

Effective date: 20<sup>th</sup> November 2025

Controller: The Softwood Stairs Company

Contact: 127 Momus Boulevard, Coventry, CV2 5NB, England

Email: softwoodstairsco@outlook.com

### **Purpose and Scope**

This Privacy Policy explains how we collect, use, store, share, and protect personal data when you visit our website, request a quote, place an order, or otherwise interact with us. We process personal data in accordance with applicable UK data protection law and guidance from the Information Commissioner's Office.

### **Personal Data We Collect**

Categories of personal data we collect:

- Identity and contact details: name, company name, postal address, email address, telephone number.
- Order and project information: measurements, specifications, drawings, photographs of site, delivery address, installation details.
- Payment information: card or bank details where required for payment processing; we do not store full card details unless explicitly agreed.
- Website and marketing data: IP address, device and browser information, cookies and analytics data, pages visited, and enquiry history.

We collect data you provide directly and data collected automatically when you use our website.

### **How We Use Your Personal Data**

We use personal data for the following purposes:

- To provide goods and services: preparing quotations, ordering materials, manufacturing, delivery, and installation.



- To process payments and manage accounts.
- To communicate with you: about orders, site visits, scheduling, and aftercare.
- To improve our website and services: analytics, troubleshooting, and customer feedback.
- To comply with legal obligations such as tax, health and safety, and regulatory requirements.

We only use personal data where we have a lawful basis to do so, for example to perform a contract with you, to comply with legal obligations, or where we have a legitimate interest that is not overridden by your rights.

### **Lawful Bases for Processing**

Primary lawful bases we rely on:

- Contract performance: processing necessary to fulfil orders and deliver services.
- Legal obligation: processing required by law, for example accounting and health and safety records.
- Legitimate interests: for business administration, fraud prevention, and improving our services, balanced against your rights.
- Consent: where we ask for and obtain your consent for marketing communications or non-essential cookies.

### **Cookies and Tracking**

We use cookies and similar technologies to operate the website, remember preferences, and collect analytics. You can manage cookie preferences through your browser or via any cookie banner on our site.

### **Sharing and Disclosure**

Who we may share data with:

- Service providers: payment processors, delivery and installation contractors, IT and cloud providers, and professional advisers.
- Suppliers: material suppliers where supply requires sharing project details.
- Legal and regulatory authorities: where required by law or to protect our legal rights.



We require third parties to process personal data in accordance with this Policy and applicable law. International transfers will only occur where appropriate safeguards are in place.

### **Data Retention**

We retain personal data only for as long as necessary for the purposes set out above and to meet legal, tax, and accounting obligations. Typical retention periods: contract records and invoices for 6 years for tax purposes; project records for the duration necessary to manage defects and aftercare. Specific retention periods depend on the type of data and legal requirements.

### **Children's Data**

Our services are not intended for children, and we do not knowingly collect personal data relating to anyone under the age of 16. If we become aware that we have inadvertently collected such data, we will delete it promptly. If you believe a child has provided us with personal information, please contact us so we can take appropriate action.

### **Your Rights**

You have rights in relation to your personal data, including:

- Right to access the personal data we hold about you.
- Right to rectification of inaccurate or incomplete data.
- Right to erasure in certain circumstances.
- Right to restriction of processing and to object to processing based on legitimate interests.
- Right to data portability where applicable.
- Right to withdraw consent where processing is based on consent.

To exercise any right, contact us using the details above. We will respond within statutory timeframes. You also have the right to complain to the Information Commissioner's Office.

### **Marketing Communications**

We will only send marketing communications where you have consented or where we have a legitimate interest and you have not objected. You can opt out at any time by following the unsubscribe link or contacting us directly.



### **Changes to This Policy**

We may update this Policy from time to time. The effective date at the top will be revised and material changes will be communicated where appropriate.

### **Contact and Data Protection Officer**

Data controller: The Softwood Stairs Company

Contact: 127 Momus Boulevard, Coventry, CV2 5NB, England

Email: [softwoodstairsco@outlook.com](mailto:softwoodstairsco@outlook.com)