



THE MORRIS FYFE AGENCY

# Privacy Policy

Version	Version Date	Authorised by	Authorised Date
V1.0	25-May-2018	Daniel Morris (Co-Founder)	25-May-2018

For the purposes of the General Data Protection Regulation ("GDPR") and UK data protection laws, the controller is **The Morris Fyfe Agency**, whose registered offices are at 2<sup>nd</sup> Floor, Stanford Gate, South Road, Brighton, BN1 6SB

### About this document

This privacy policy sets out the way we process your personal data and we've created this privacy policy to make sure you are aware of how we use your data as a customer of our sales agency.

### How we collect your information

We may collect your personal data in a few limited ways, namely:

- Directly from you, when you fill in a New Account Form, contact us directly or at a Trade Show
- From someone else who has applied for a new Account with us and your name is mentioned in the application form (for example a finance or logistics contact)
- If you buy a sample from us in a sample sale, specifically if using a credit or debit card

### The types of information we collect

We may collect the following types of personal data about you:

- Contact and communications information, including your contact details (including email address(es), telephone numbers and postal address(es) and records of communications and interactions we have had with you);
- Financial information, including Bank Account details;

### How we use personal data

Personal data provided to us will be used for the purposes set out at the time of collection and, where relevant, in accordance with any preferences you express.

More generally, we will use your personal data for the following purposes:

- Administration of our Agency
- Fulfilment of orders for goods and services, by our principals / brand owners
  - By supplying our personal details to The Morris Fyfe Agency it is assumed this information will be supplied to the brands we represent in order to fulfil the orders you place with them through us
- Administration of your orders; where this is necessary for the performance of a contract (including any written terms and conditions relating to your orders) with you;
- Storing your details on the software platform we use for our principal's order entry system
- Where this is necessary for our legitimate interests (for example in contacting you with regards a new brand we may be considering to acquire or about a forthcoming sample sale);

### Your marketing preferences

We will always respect your wishes in respect of what type of communications you want to receive from us and how you want to receive them. There are some communications, however, that we need to send you regardless of your marketing preferences in order for us to fulfil our contractual obligations to you as a customer of our agency. Examples of these essential service communications are:

- Records of orders, deliveries, credits and invoices (as applicable).
- Agency related mailings such as emails to secure showroom appointments or advise about stock availability.
- Marketing emails relating to a sample sale

You are in control of how we communicate with you. You can update your choices and/or your contact details by contacting us at:

**Email:** [info@morrisfyfe.co.uk](mailto:info@morrisfyfe.co.uk)

### Sharing your information with others

We do not sell or share your personal data for other organisations to use other than as set out below.

Personal data collected and processed by us may be shared with the following third parties, where necessary:

- The brand owners, licensees or distributors we work with in order bring a particular brand to the market
- Our logistics partners in order to ensure they have the correct logistics information to deliver as per your requirements
- Any other 3<sup>rd</sup> party that we require to share the information with in order to carry out our agency business

### **How long your information is kept**

We keep your personal data only for as long as necessary for each purpose we use it. For most personal data, this means we retain it for so long as you are a customer of the agency and for a period of six years after your last interaction with us (for accounting, tax reporting and record-keeping purposes).

### **Your rights**

Under certain circumstances, by law you have the right to:

- Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- Object to processing of your personal data where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground.
- Request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of personal data about you, for example if you want us to establish its accuracy or the reason for processing it. You can also withdraw your consent, where this is the basis for our processing your data (without affecting the lawfulness of our previous processing based on consent).
- Request the transfer of your personal data to another party.

Please note that the above rights are not absolute, and we may be entitled to refuse requests where exceptions apply.

### **Contact and complaints**

If you have any queries about this privacy policy or how we process your personal data, or if you wish to exercise any of your legal rights, please contact us on:

**Email:** [info@morrisfyfe.co.uk](mailto:info@morrisfyfe.co.uk)

If you are not satisfied with how we are processing your personal data, you can make a complaint to the Information Commissioner. You can find out more about your rights under applicable data protection laws from the Information Commissioner's Office website: [www.ico.org.uk](http://www.ico.org.uk).