
Website Privacy Policy

At JPA Furniture we are committed to protecting your privacy. This statement describes how we collect and use personal information. The terms of this statement may change, so please check it from time to time. Under the Data Protection Act 1998, we have a legal duty to protect any information we collect from you. We use appropriate technologies to safeguard your details and keep to strict security standards to prevent unauthorised access to it.

If you have any queries about this privacy statement, please contact the Data Protection Officer at or by post at Data Protection Officer, JPA Furniture, Unit 4 Sphere Industrial Estate, Campfield Road, St Albans, AL15HT. You can also call us on 01727 840800

How and Why We Collect information

Legal Basis

JPA will only process your personal information where we have a legal basis to do so. The legal basis will depend on the purposes for which we have collected and use your personal information. In almost every case the legal base will be one of the following:

- **Consent:** For example, where you have provided your consent to receive specific marketing from us. You can withdraw your consent at any time, including by clicking on the “unsubscribe” link at the bottom of any marketing email we send you.
- **Performance of a contract with you:** For example servicing of installed furniture, maintenance of warranty on purchases and maintenance of tender agreements.
- **Telephone calls/ emails to JPA -** for example, to arrange a meeting with a sales representative, confirm the booking of installations and visits.
- **3rd Party -** when we need to use your contact details to pass on to the third party as part of our contractual obligation to you or installations.
- **Compliance with law:** Where we are subject to a legal obligation and need to use your personal information to comply with that obligation.

Website:

JPA will only process your personal information from the website for the following purposes:

- to provide you with the information, products and services you have requested and send you marketing and advertising materials when requested via our subscribe/contact forms;
 - to authenticate website access;
 - for system administration purposes and internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes in relation to our website;
 - to distinguish you from other users of our website for your log-in details and password recovery;
 - to monitor your use of our website to improve the user experience and to ensure that content is presented in the most effective manner for you and for your device;
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- to provide customer support and ensure we provide a good level of customer service via contact forms and live chats;
- to tailor our products, services and marketing or advertising so that it is relevant to you (both on our website and on third party websites, including third-party social media platforms);
- to notify you of any changes to our services;
- to enable visitors to set up meetings with sales and client services;
- for security and fraud prevention;
- to ensure that our website is safe and secure; and
- to comply with applicable laws and regulations

Cookies

We employ a number of cookies on our websites in order to enhance the user experience and ensure that we are able to provide the relevant content that our visitors expect.

To do this we use a combination of session, persistent and third-party cookies.

Where and how we keep your details

JPA employs a high level of technology and password/access policies to keep your personal details secure.

Where

- Personal information that we collect will not be transferred to or stored at a destination outside the European Economic Area (the “EEA”) when the set countries have less strict, or no data protection laws when compared to those in Europe.
- Whenever we transfer your information as described in the paragraph above, we rely on approved data transfer mechanisms (such as the EU “Standard Contractual Clauses” and the EU-US “Privacy Shield”) to ensure your information is subject to adequate safeguards in the recipient country.

How

- We take steps to ensure that the personal information that you provide is retained for only as long as it is necessary for the purpose for which it was collected. After this period it will be deleted subject to legal requirements.
 - Where we have collected the personal information based on your consent and we have no other lawful basis to continue with that processing, if you subsequently withdraw your consent then we will flag your record as unsubscribe, but keep your record to use for suppression from future direct marketing unless you specifically tell us not to.
 - All personal data is monitored and protected by secure password systems and internal company confidentially clauses.
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