



Privacy Policy (End Users)

Eastbrook Company is a privately owned wholesaler and distributor of a large range of bathroom products. Managed by the Partners, the company has its head office and single depot trade outlet in the UK. In this policy, the terms 'we', 'us' and 'our' refer to Eastbrook Company or the Partners, either separately or collectively, as appropriate.

Eastbrook takes your privacy seriously. We are committed to protecting your privacy, being transparent about how we store and use your data, and to meeting our data protection obligations. Eastbrook is responsible as the 'Controller' of personal information for the purposes of the General Data Protection Regulations ('GDPR'). Eastbrook also acts as a 'Data Processor' on behalf of our Customers who supply and install our products with you, the End User.

This privacy policy sets out how we receive, store, use and retain your personal data provided by our Customer.

Eastbrook is registered on the Information Commissioner's Data Protection Register under number ZA432290.

What personal information does Eastbrook receive and how?

Eastbrook is supplied personal information by its Customers solely for the purpose of dealing with an after sales query, technical issue or warranty issue. Our customer is the Data Controller and we use that data to resolve the query or issue for you, the End User. Your personal data is supplied by our Customer on our After Sales Enquiry form which is transmitted to us by fax or email.

Eastbrook is provided with the following personal information:

- your name, address including postcode and contact information including email address and telephone number (work and mobile), fax numbers if applicable;
- along any other information that you choose to provide our Customer for the purposes of resolving your query or issue.

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Why does Eastbrook process personal information?

We will use your personal information to deal with your query and/or complaints relating to Eastbrook's products, services and Warranties on products supplied. We will not use your personal data for any other reason unless you have given us your explicit consented to do so.

We will also use your personal information to comply with our legal and regulatory obligations.

Who has access to your personal information?

Your personal information may be shared internally with our employees and occasionally with a manufacturer of a product should the need arise and solely for the purpose of resolving any query and/or complaint in relation to a product supplied to you and only as is reasonably necessary for the purposes set out in this privacy policy.

In addition, we may disclose information about you:

- as required by law;
- in connection with any current or prospective legal proceedings;
- in order to establish, exercise or defend our legal rights;
- to the purchaser of any business or asset which we are (or are contemplating) selling.

In the normal course of events and unless, for example, required to by law, Eastbrook will not transfer your data to countries outside the European Economic Area except in the course of a legal transaction where it is necessary to do so.

How does Eastbrook protect personal information?

Eastbrook takes the security of your personal information seriously. We will take all reasonable steps to ensure that your personal information is treated securely and in accordance with this privacy policy. Eastbrook has internal policies and controls in place intended to ensure that your personal information is not lost, accidentally destroyed, misused or disclosed, and is not accessed other than as set out above. We store all data you provide on our secure (password and firewall protected) servers.

Where Eastbrook engages third parties to process personal information on its behalf, these third parties do so on the basis of written instructions, under a duty of confidentiality. Any third parties processing personal information on behalf of Eastbrook are obliged to implement appropriate technical and organisational measures to ensure the security of that information.

We provide training to all our staff to remind them of their obligations. Our policies and procedures are audited and reviewed regularly.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require Eastbrook to change incorrect or incomplete data;
- require Eastbrook to delete or stop processing your data, for example where such data are no longer necessary for the purposes of processing;
- object to the processing of your data where Eastbrook is relying on its legitimate interests as the legal ground for processing.

If you believe that Eastbrook has not complied with your data protection rights, you can complain to the Information Commissioner's Office (ICO): <https://ico.org.uk/>

Retention policy

We only retain your personal information for as long as necessary to deal with your query and/or complaint although we will need to retain your personal information for the purposes of any ongoing Warranty on any of our product/s which you purchased or installed. When your personal data is no longer required, it is destroyed by secure means.

Policy amendment

We may update this privacy policy from time to time. Any changes we may make to this policy will be posted on our website and, where appropriate, notified to you by email. This policy was last updated on 30 May 2018.

Contact us

If you have any questions about this privacy policy or would like to exercise your rights, please contact Emma Ricketts, Privacy Manager, by email (gdpr@eastbrookco.com), telephone 01452 317800 or post Eastbrook Company, Eastbrook Road, Gloucester, GL4 3DB