



Bailey Street Furniture Group

Bailey Streetscene / Artform Urban Furniture / AMV Playgrounds / Street Furniture Direct / Cyclepods

PRIVACY POLICY, COOKIE STATEMENT & GENERAL DATA PROTECTION REGULATION (GDPR)

This combined cookie statement and privacy policy sets out how Bailey Street Furniture Group Limited uses and protects any information that you give us when you use this website. All information relates to events that occur on our website and not any third-party websites which we may offer in the form of external links. We at Bailey Street Furniture Group take your privacy seriously and we never sell or pass any of your information on to third parties for sales or marketing uses.

Bailey Street Furniture Group Limited is not responsible for the Privacy Policy, Cookie Statement & General Data Protection Regulation (GDPR) statements of third-party entities or websites and it is recommended that you should assess these entities or websites before providing any personal information.

This Privacy Policy is effective as of 24th May 2018. The last update to this policy was on 30th June 2023.

On 25th May 2018 the General Data Processing Regulations (GDPR) replaces the Data Protection Act 1998 and is to be implemented across Europe, as well as being for organisations outside of that area that process personal data for EU Residents. The new regulations put a greater responsibility on organisations to manage and process people's personal data responsibly and stipulate greater punitive powers.

We aim to respect your privacy and are committed to protecting the confidentiality of your personal information. Our aim is to be as clear and open as possible about what we will use your data for and why. This privacy policy relates to customer data specifically.

WHO WE ARE

Bailey Street Furniture Group Ltd., 1st Floor, Juniper Place, Fircroft Way, Edenbridge, Kent, TN8 6EL
Email: enquiries@bsfg.co.uk
Tel: 01959 546046
Our website address is; www.bsfg.co.uk

INFORMATION & DATA THAT WE COLLECT

In order to offer our projects, products and services we will need to know a level of personal data that may be processed as part of your role in your employment at a company or as a private individual in your dealings with our company. This information may include basic personal data such as:

- Your name.
- Your work or home address.
- Your email address.

- Your telephone number.
- Your place of work.
- Your job title.
- The nature of your enquiry.

This information will be utilised in the course of our business processes and to also allow for the fulfilment of processing your enquiry. We will also utilise this type of information to form any commercial contract between ourselves in line with our standard terms and conditions of trade. If we do not collect this type of data and information, we may not be able to provide our projects, products and services that you will have requested. We will not collect any information that is not required to fulfil a project, product or service to you.

INFORMATION & DATA USE

Personal information and data we hold about you will be processed as part of our fulfilment of your subscription, enquiry, project, product and service provision. Email communications will be undertaken as part of our business process to ensure that your subscription, enquiry, project, product and service is delivered to fulfilment and within the warranties of our terms and conditions. Marketing communications will only be undertaken on an "opted in" basis with the option for you to "opt out" at any time as stated by the requirements of GDPR. We may send communications and information to you about related services and activities at our company as part of your opted in request. All information provided is done so willingly as part of our business operations. You will be on our website under your own will without enforcement and you can provide information to us as part of your enquiry without enforcement. Our dealings are one where you have complete choice to engage with us via our website and our enquiry systems.

INFORMATION & DATA SHARING

As a business, we work in partnership with third parties to ensure the operational effectiveness of processes and our general status to fulfil our day-to-day functions. Third parties will include:

- Our website hosting company(s).
- Our email technology provider(s).
- Our website analytics provider(s).
- Our accountants company(s).
- Our information technology support company(s).
- Our website development and marketing company(s).
- Our banking company(s).
- Our logistics company(s).
- Our agent(s), supplier(s) and contractor(s).

Your information will never be sold to third parties and we do not compile information and data for that purpose. Your information and data will not be provided to third parties that are not part of our business operations. We will process information on the basis of it being required to fulfil your enquiry or a contract with you. All website visits occur under the secure encryption HTTPS protocol.

All enquiry and order forms will be processed on the website within the HTTPS protocol. We will only share information and data with third parties as part of our normal business operations as outlined below:

- If requested by you.
- To fulfil your subscription, enquiry, project, product or service.
- To appear on documentation relating to your subscription, enquiry, project, product or service as part of our business process.

INFORMATION & DATA COLLECTION

Your visit to this website is done so on a voluntarily basis. All information and data collected on this website is done so on a voluntarily basis. All information and exchanges between you and our business is done so with consent. We will keep all information and data collected to a minimum and will not seek sensitive information through our website. Sensitive information is defined as being data relating to gender, occupation, location, ethnic origin, mental state, physical state, orientations including political, religious or other points of view. If you believe that your information and data is being utilised in a manner outside of our normal business operations you should contact us using the details found on this website.

INFORMATION & DATA SECURITY

Our website is provided within the secure encryption HTTPS protocol. All subsequent forms and interactive elements contained within our website operate within the secure HTTPS encryption protocol. Your information and date will be processed on receipt at our company using secure business processes. All internal parties involved with your information and data follow an agreed security policy. Authorised internal parties are provided with your information and data with confidentiality of this information being part of our process. Other measures are in place to protect information and data security including access controls, password policies, encryptions, pseudonymisation, practices, access restrictions, firewalls, anti-virus, anti-malware, data breach and authentication protocols.

HOW WE COLLECT INFORMATION ABOUT YOU Automatically;

When you browse our website we may collect information about your visit to our website, your usage of the Service, and your web browsing. That information may include your IP address, your operating system, your browser ID, your browsing activity, and other information about how you interacted with our website or Service. We may collect this information as a part of log files as well as through the use of cookies or other tracking technologies. Our use of cookies and other tracking technologies is discussed more below. To ensure our prospects and clients receive the most relevant communications, we use some automated

processes to send you communications. These processes (such as lead scoring and marketing based on behaviour), might indicate what the contents of a marketing email may be, or indicate to us when the best time to contact you might be.

IP address lookup;

We use third parties to provide information about visitors to our websites. When you visit our website we will record your IP address. This address will be matched against public and proprietary IP address databases to provide us with information about your visit. This information may identify the organisation to whom the IP address is registered but not individuals.

Cookies, tracking & beacons;

We may use various technologies to collect and store information when you use our website or Service, and this may include using cookies and similar tracking technologies, such as pixels and web beacons, to analyse trends, administer the website, track users' movements around the website and Service, serve targeted advertisements, and gather demographic information about our user base as a whole. A cookie consists of information sent by a web server to a web browser and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

COOKIE CLASSIFICATIONS BY INTRUSIVENESS LEVEL

Intrusiveness Level: Zero

Any cookies that have the sole purpose of making the website work. They will always be first party, and for the most part session cookies. They would usually be used solely to enable site navigation, like maintaining a persistent user session across pages. They are cookies that would fall under the 'strictly necessary' exemption for consent in the regulations.

- This website uses cookies that are "Strictly Necessary" to make the website function.

Intrusiveness Level: Low

These are cookies that are designed to enhance the core user experience on the site, or help with measuring site performance. Google Analytics cookies, fall into this category which is a technology that allows for the tracking of website visitor numbers and areas of the website that are utilised by visitors. This information is provided by software that is provided by Google. This category is always first party and may include both session and persistent cookies. These cookies have a longer life span than 30 days and can be cleared from your browser at any time.

- **Google Analytics** – Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

Intrusiveness Level: Medium

These are cookies that might be used to store more personally identifiable information, or can be used for limited cross-site tracking. This category would also include first party cookies that track or control the user experience within a site, in a way that might not be

obvious to the user or under their control. Especially if it is a persistent cookie that can do this across multiple visits. A cookie that enables a website to present content based on previous visits by that user, or based on personal information would be good examples. Cookies used by many types of social networking services, and set by sharing buttons, would fall into this category. This is because they are only able to track a user if they have previously signed in and agreed to their terms and conditions, so they don't affect all visitors. This would also include third party cookies that enable certain types of plug-ins and widgets to be added to a site to enhance user functionality, but are not identifying visitors or tracking behaviour across other domains, unless they have otherwise opted-in or signed up directly with that provider. Cookies used by many types of social networking services, and set by sharing buttons, would fall into this category. This is because they are only able to track a user if they have previously signed in and agreed to their terms and conditions, so they don't affect all visitors. The Twitter Follow button is a good example of this. It can set cookies used for tracking and user profiling, but only if that user has a Twitter account.

- This website uses cookies that are “Intrusively Medium” to inform the visitor of previous pages viewed. This information is anonymous to the website owners and is a feature to allow easier navigation of the website. In addition any third party links to social networking services throughout our website (Facebook, Twitter Google+ & YouTube for example) only deploy third party cookies if you have already signed up to these services and are signed into these services.

- **Spotler** –We use a third-party system company, Spotler, to track our website use, send email marketing communications and manage our social media networks. For more information on how your data is stored on Spotler's system, please refer to their privacy policy here: <https://spotler.co.uk/privacy-policy/>

- **Email Marketing Post-Click Tracking Cookies** – These cookies are used to report on the pages that have been viewed by visitors to the site who have followed links from our email marketing campaigns. This analysis helps us to understand additional content that is viewed by the contacts in our database and therefore allows us to improve and tailor future campaigns to those contact's specific areas of interest.

- **Beacons/Pixels** – On our website and in our emails we use web beacons. When we send emails to Customers, we may track behaviour such as who opened the emails, who clicked the links and which pages of our website they have visited.

This allows us to measure the performance of our email campaigns and to improve our Service and website. To do this, we include single pixel, also called web beacons, in emails we send. Web beacons allow us to collect information about when you open the email, your IP address, your browser or email client type, and other similar details.

Intrusiveness Level: High

Any cookies that are mainly intended to track and record visitor interests, without any kind of prior consent, and to aggregate that data across sites for the benefit of third parties would fall into this category. This would include all types of cookies served by online advertising and also cookies set through the provision of embedded

content that is not directly advertising related. Embedded YouTube videos, or Google Maps set and retrieve cookies which could be used to track users across sites, even if they are not used to then serve up adverts. The vast majority of third party cookies would fall into this category.

- This website does not directly deploy cookies that are “Intrusively High” within its source code. We do not deploy any third party cookies that are sold or supplied directly to third parties. Any third party embed technology such as a YouTube video has been set to “enable privacy enhanced mode” which means that no intrusive cookies are deployed.

COMMENTS

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

ACCOUNTS

If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select “Remember Me”, your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

CHANGING COOKIE SETTINGS ON YOUR COMPUTER

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. For example, in Internet Explorer you can refuse all cookies by clicking “Tools”, “Internet Options”, “Privacy”, and selecting “Block all cookies” using the sliding selector. Blocking all cookies will, however, have a negative impact upon the usability of many websites. You can set up your website browser to refuse cookies or to alert you to their presence and thereby allow you to remove them from your computer by clicking any of the links below:

- Google Chrome Browser Software - www.google.com
- Microsoft Edge Browser Software - www.microsoft.com
- Mozilla Firefox Browser Software - www.mozilla.org
- Apple Safari Browser Software - www.apple.com

THIRD PARTY LINKS

We may offer links to third party websites on our website that do not operate within our privacy policy. It is recommended that you review each third party website and related privacy policy before providing information and data. External links to third party websites are maintained by third parties with whom we have no control over. We offer no guarantees in respect to accuracy, intent, information and data contained in third party websites.

EMBEDDED CONTENT FROM OTHER WEBSITES

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from

other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

DATA SOURCES

Other than the aforementioned ways of obtaining data (form fills on the website, cookies, verbal and written) we may obtain information about you from third party sources, such as public databases, data service companies, social media platforms and third party data providers. We take steps to ensure that such third parties are legally permitted or required to disclose such information to us.

WHO WILL SEE YOUR DATA?

Your data will only be seen and used by employees of Cyclepods. We operate a role-based access policy for personal data. What this means, is that an employee will only have access to personal data, if they need that access to do their job. We do not share the personal data of prospects or clients with any third parties.

WHY WE PROCESS YOUR PERSONAL DATA

We process your personal data primarily on the basis of Legitimate Interest as a business but only if necessary for the purpose we collected it for. We will also process data on the basis of contractual and transactional obligation where necessary. We may process your data for;

- Sales and marketing activities such as calls, emails and other types of communications.
- Understanding how you interact with the website and social media.
- Account activity such as, email, written and verbal communications and agreements.
- Financial activity, such as billing communications.
- To perform obligations under a contract with you or a business you may work for.

We will only store your data, for as long as we need it to undertake any of the processes listed above.

TYPES OF COMMUNICATIONS

By processing your Personal Information under Legitimate Interest, you will receive any specific piece(s) of information you requested, as well as allowing us to send you appropriate and useful communications. This includes but is not limited to;

- Latest news stories and newsletters
- Case studies
- Whitepapers
- Industry specific brochures
- Reports, guides
- Product information
- Promotional offers
- Charity initiatives
- Industry related news

At any time, you can update your preferences (or completely unsubscribe/opt-out of our marketing) by clicking the opt-out link in any emails you receive from us. The link will always be in the footer of the email. You can also stop receiving emails from us using that same

link. If you don't have an email from us to hand and want to update your preferences, contact us on enquiries@bsfg.co.uk and we will send you an email for you to change your preferences as you wish.

DISCLOSING YOUR INFORMATION

We will not disclose your personal information to any other party other than in accordance with this Privacy Policy or in the following circumstances:

- Where we are legally required to disclose your personal information.
- To further fraud protection and reduce the risk of fraud.
- Where you have requested a service that requires third party support and you have given us permission to disclose your details.

DATA RETENTION

In compliance with GDPR 2018 we only hold information for as long as deemed necessary for us. Your data is not held indefinitely if we cease to work together.

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

YOUR RIGHTS

GDPR provides the following rights for individuals:

The Right To Be Informed

You have the right to be informed about the collection and use of your personal data and we must tell you what our purpose is for processing your personal data, our retention periods for your personal data and who it will be shared with.

The Right Of Rectification

GDPR includes a right for individuals to have their data rectified without undue delay and this includes having incomplete data completed.

Right To Object

You have the right to object to the processing of your data, including;

Right To Object To Direct Marketing

You have the right to object to the processing of your personal data for the purposes of direct marketing.

Object To Profiling

Under certain circumstances, you are able to object to profiling and/or automated decision making.

Right To Restrict Processing

You will have the right to restrict processing in the following circumstances:

- If you contest the accuracy of the personal data held / processed about you.
- The processing is unlawful, but you don't want the data erased.
- We no longer need the personal data for the purposes of processing, but we are required to do so for the possible establishment, exercise or defence of legal proceedings.

If the data is subject to a restriction, we will be able to continue to store the data, but may only process the data in the following circumstances:

- With your consent.
- For the purpose of establishing or defending legal proceedings.
- For the protection of the rights of another person.
- For reasons of important public interest.

Right To Data Portability

GDPR includes a right for individuals to data portability where data has been processed by automated means. This right applies to on-line service providers and allows data to be moved from one service to another.

GDPR allows you the right to receive the automated personal data concerning yourself in a structured, commonly used and machine-readable format and have that data transferred to another Controller without hindrance. Once we receive your request for the data to be transferred, we should carry out the transfer without delay, and within one month of receipt of your request; although the period may be extended by two further months where necessary, taking into account the complexity and number of requests. If we have to delay the transfer of the information, we must let you know that an extension is required within the first month of receiving your request and we will give you the reasons for the delay.

Right To Data Erasure

Also known as the 'right to be forgotten', under the GDPR you have the right to have your personal data erased without undue delay. The right to erasure of data will apply to you if:

- Your data is no longer necessary for the purpose it was collected, or processed, or if it was unlawfully processed.
- You have withdrawn your consent or have objected to the processing of your data.

We will have the right to retain your personal data where:

- We are doing so to comply with another legal obligation.
- We are using it to exercise, establish or defend a legal claim (e.g. Employment Tribunal Proceedings).

Right To Notify

if we have shared your relevant data with a third party we must take reasonable steps to inform that company or your wish for your information to be erased, rectified or restricted unless this will involve disproportionate effort.

Right Of Access

GDPR brings in further right for you in relation to your access to your data, these rights to information include:

- The categories of personal data concerned.
- Whether your data has been or will be disclosed to International Organisations.
- Where possible the expected period for which the personal data will be stored or, if not possible, the criteria used to determine that period.
- The existence of the right to request from us rectification or erasure of your personal data or the restriction of processing your personal data, or for you to object to such processing.
- The right to lodge a complaint with a Supervisory Authority.
- The existence of automated decision-making, including profiling and meaningful information about the

logic involved. As well as the significance and the envisaged consequences of such processing for you.

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 online.

CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, ensure that you indicate that you do not want the information to be used by anybody for direct marketing purposes
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at enquiries@bsfg.co.uk.

We will not sell, distribute or lease your personal information unless we have your permission or are required by law to do so. You may request details of personal information which we hold about you under the General Data Protection Regulation (GDPR).

If you would like a copy of the information held on you please write to Bailey Street Furniture Group, 1st Floor, Juniper Place, Fircroft Way, Edenbridge, Kent, TN8 6EL. If you believe that any information we are holding on you is incorrect or incomplete, please write to us or email us at info@cyclepods.co.uk as soon as possible. We will promptly correct any information found to be incorrect. If you are not happy with an aspect of how Bailey Street Furniture Group is processing your data, you can lodge a complaint to the supervisory authority, which is the ICO. (www.ico.org.uk)

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