

My Account Privacy Notice

This My Account Privacy Notice explains how Camira processes and protects personal data through its 'My Account' section of its website, www.camirafabrics.com. The terms of this privacy notice should be read in conjunction with the Group Privacy Policy.

Through the provision of My Account on its website, Camira is the data controller for all personal data processed using any of its pages that start with www.camirafabrics.com.

How your information will be used

When you register for a My Account using the Camira website, or order fabric samples using your My Account, the personal data you provide could be used for further purposes. With your consent, Camira will use your personal data to share marketing materials with you which includes information about its products, exhibitions, newsletters, and general updates. Camira seeks your consent to use your personal data for sharing marketing materials during the registration process for My Account. When logged-in, you can manage your consent through the 'Preferences' section of your My Account. It is necessary for Camira to exercise its obligations under data protection law; therefore, your personal data is further processed when you provide or withdraw your consent.

Our lawful basis

For the purpose of processing personal data to provide My Account users with marketing materials, the lawful basis on which Camira relies is consent. If you have provided consent, you may withdraw your consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

For the purpose of processing data to action consent or consent withdrawal, the lawful basis on which Camira relies is for compliance with a legal obligation to which the controller is subject.

Sharing your information

Camira may share your personal data with its partners including website developers, agents & distributors or independent sales representatives to ensure that the website and the data are securely hosted, to develop the website, and where it is necessary to fulfil your product or service request. If your personal data is shared with partners internationally then your personal data will be protected using appropriate safeguards. Camira does not 'sell' or 'share' your personal data outside of the Camira Group in exchange for any monetary or other valuable consideration and will only 'share' your personal data to fulfil the purposes described in this Privacy Notice.

Retention of your information

Retention of your personal data within the context of data used to provide marketing material is subject to the retention periods set out in the Website Privacy Notice. However, in the exercise of its legal obligations to which it is subject, Camira will retain indefinitely, records demonstrating consent and consent withdrawal.

camira

www.camirafabrics.com

Your rights

You may request to access, rectify, erase, restrict processing, object to processing, and receive your data in a portable format.

If you want to raise a complaint about how we have handled your personal data, please contact datagovernance@camirafabrics.com or write to The Data Governance Team, Camira Fabrics Limited, The Watermill, Wheatley Park, Mirfield, West Yorkshire, WF14 8HE. If you are not satisfied with our response or believe we are not processing your information in a way that is lawful you can also complain to the Information Commissioner's Office <https://ico.org.uk>.

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