

Privacy Policy – Africaathome.co.uk

Version: April 2021

Who we are and how to contact us

Africaathome.co.uk is a site operated by Africa at Home Limited ("We"). We are registered in England and Wales under company number 13059001 and have our registered office at 4 Beechwood Drive, Keston, England, BR2 6HN.

To contact us about your personal data, please email info@africaathome.co.uk

Purpose of this privacy policy

This privacy policy aims to give you information on how Africa at Home Limited collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up for updates.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data.

Controller

Africa at Home Limited is the controller and responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy policy).

The type of personal information we collect

We collect and process email addresses only for website users that subscribe to the website. We collect names, addresses, email address and payment details for customers purchasing products.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

We use the information that you have given us in order to keep you updated with our business activities.

We use the information that you give us in order to process your order for products.

We use the information that you give us for marketing purposes.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information is consent. You can remove your consent at any time. You can do this by contacting us at the email address set out above.

How we store your personal information

Your information is securely stored on our IT systems. We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we will try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made multiple requests. In this case, we will notify you and keep you updated.

Please contact us at info@africaathome.co.uk if you wish to make a request.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances. We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any

person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at info@africaathome.co.uk

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>