Privacy Policy

We represent established and up-and-coming European manufacturers in the UK. This document describes how we gather, utilise and process your personal data.

The data we collect and what we use it for:

We gather and use the following data for the reasons outlined in each section:

Usage information.

We gather data detailing how you use the website, such as clicks, page views, time spent etc. This information allows us to review the website’s performance and offers insights into how we can improve it. This data is used in conjunction with Google Analytics and Wix.

Device information.

Information about the device/s (mobile, table, laptop, desktop etc.) This allows us to ensure our website performs as it should across all devices and continually improve its usability. We also collect data regarding IP addresses, browsers, and the web pages you visited before visiting www.planfurniture.co.uk to help us understand and improve the user journey.

Cookies and other technologies.

Our website uses cookies and pixel tags to provide, improve, protect and promote our website. For example, cookies help the website remember your recently viewed items. You can turn cookies on/off in your browser settings, but this may limit the website’s usability. We also track and record emails and contact history in our CRM for improved customer service. This happens automatically as part of our CRM system.

The information stored is for business purposes only, and only relevant information is stored.

Marketing.

If you sign up for our newsletter, either via the website, phone, or email, we will hold some, if not all, of the following information on record.

* Name
* Email
* Phone number
* Address
* Company
* Market Sector
* Marketing Preferences

We will hold this information until you request that we remove it, or during an annual review of contacts, accounts with a minimum of 1 year of inactivity/unopened emails, etc., will be removed from our database.

We may sometimes email contacts who have not signed up for our newsletter. In these circumstances, Plan Furniture Agency or the 3rd parties who share the contacts will do so with the expressed permission of the individual or under Legitimate Interest.

Should you no longer wish to receive these emails, you can unsubscribe at any time using the link within the email, or by emailing [pj@planfurnitureagency.co.uk](mailto:pj@planfurnitureagency.co.uk).

Do we share data collected?

We may share your information (such as contact details and name) with the manufacturers we represent. We do not share your personal details with any other company. We may share information (such as email addresses and names) with 3rd party email providers/marketing agencies (such as Mailchimp, or media agencies & IT companies that we have appointed to do work on our behalf). We will not sell, or pass on your information to companies who will then contact you for their own marketing purposes.

The Law and public interest.

If required, we may disclose your information to third parties such as governing bodies or police to (a) comply with any applicable law, regulation, legal process or appropriate government request; (b) protect any person from death or serious bodily harm; (c) prevent fraud or abuse of Plan Furniture Agency or our customers; (d) protect Plan Furniture Agency’s rights, property, safety or interest.

Changes

If we need to change any of the above, we will notify you before the change and remind you of your right to request/remove any data we hold on you.

We may revise this Privacy Policy occasionally, and will post the most current version on our website.

Your right to control and access your information

You have control over your personal information and how it is collected, used and shared. For example, you have a right to:

* Request details of all information about yourself held by Plan Furniture Agency
* Request that some, or all, of your details be deleted from our database

For more information on the above, or to request details or removal of the information we hold, you can contact us at pj@planfurnitureagency.co.uk