

# Marketing Privacy Policy

This is the Marketing Privacy Policy of Camira, a trading name of Camira Group Holdings Ltd, and explains who we collect personal information from, how we collect it, the reasons for collecting the information and how we process it. We do this in accordance with this Privacy Policy and do so as the data controller. Personally identifiable information is information that can be used to identify, contact, or locate a single living person. Whenever and wherever we collect personal information about you we will display a Privacy Notice explaining why we are doing so and seeking your consent. We respect your right to privacy and the security of your personal information is extremely important to us.

## Who we are

Camira Group Holdings Ltd is registered in England and Wales under Company Number 09512739 with a registered office at The Watermill, Wheatley Park, Mirfield, West Yorkshire, WF14 8HE, United Kingdom. It comprises several individual companies specialising in the design, manufacture and distribution of fabrics for commercial interiors and passenger transport. These include Camira Fabrics Ltd, Camira Transport Fabrics Ltd, Camira Group Inc, Camira Fabrics GmbH, Camira Group Pty Ltd, UAB Camira Fabrics, Camira Yarns Ltd and Camira Fabrics Shanghai Ltd.

## Who we collect personal information from

- Website users – visiting, registering or completing a form.
- Exhibition / event attendees – customers, prospects, suppliers, journalists, students.
- Customers – ordering accounts.
- Contacts – specifying accounts.
- Prospects - potential leads.
- Employees – contact information, content for website and internal communications.

## How we collect personal information

- From our website - via sample service registration, contact forms, email update registration, browsing data (through Google Analytics).
- From visiting exhibitions, events or our showrooms - via enquiry forms or third party scanning systems.
- From direct contact – email, telephone or in writing.
- From participating at educational seminars.
- From business cards.
- From Supplier Agreements.

**camira**

[www.camirafabrics.com](http://www.camirafabrics.com)

## **What personal information we collect**

We collect business contact information from customers and potential customers (e.g. name, company name, phone number).

## **Why we collect personal information**

We will use the information collected to fulfil your specific request(s) and if you choose to do so to help keep you informed about our products, services and general company news.

## **How we process personal information**

- If you ask to be kept informed we will add your information to our marketing database. If we use email to do this it may be manual or automated means.
- Website cookies will be used to store and display preferred regional content.
- Registration, contact and delivery address details on sample orders will be used to send out any requested samples or brochures and to ensure any products selected are available in your region.
- If you attend an exhibition or event we will record your personal information on a form or via a third party scanning system to fulfil your request and to ask for your consent to keep you informed.
- Personal information may be used for statistical analysis. For example, the number of visitors to an exhibition/event, the number of visitors to our website, the number of sample orders placed.
- Customer personal information may be used with prior approval in website or social media content, internal communication platforms – for example when referencing case studies/installations using our products.
- Employee personal information may be shared in website and social media content, internal communication platforms, email communication or media information.
- We may store your information in our marketing database, in our website content management system, or on paper based exhibition enquiry forms.
- For website users we have a specific Website Privacy Policy and Cookie Policy.
- We may share your contact details with partners (including Agents & Distributors or Independent Sales Representatives) where it is necessary to fulfil your request. If we share your information with partners internationally then we will make sure that it is protected using appropriate safeguards. For more information please refer to our Data Protection Policy.

## **How long we keep your personal information**

- We retain your information in accordance with our Information Security Policy, Retention Policy and Secure Destruction Policy. These set out the criteria we use to determine how long we keep your information, what measures we put in place to keep your information safe and secure, and with whom we may share your information.



## Your rights

You can request to access, rectify, erase, restrict processing, object to processing, and know the portability of data. For further information please refer to our Data Protection Policy.

If you have previously given your consent for Marketing to contact you, but would like to change your preferences, then please contact [webmarketing@camirafabrics.com](mailto:webmarketing@camirafabrics.com) or write to The Marketing Department, Camira, The Watermill, Wheatley Park, Mirfield, WF14 8HE, United Kingdom.

You may raise a complaint with our Data Governance Team ([datagovernance@camirafabrics.com](mailto:datagovernance@camirafabrics.com) or in writing to the above address) or via the relevant supervisory authority (e.g. the Information Commissioner's Officer in the UK <https://ico.org.uk>).



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ANTHONY CROALL  
Commercial Director  
Dated: January 2020

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