

## Reverb Design Limited Privacy Notice

### Who We Are

**Reverb Design Limited.** We gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection Regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

**Reverb Design Limited's** registered office is at **176 Northcote Road, London E17 7DJ** and we are a company registered in England and Wales under company number **4186385**. We are registered on the Information Commissioner's Office Register; registration number **ZA388487**, and act as the **data controller** when processing your data.

### Information That We Collect

**Reverb Design Limited** processes your personal information to meet our legal, statutory and contractual obligations and to provide you with our products and services. We will never collect any unnecessary personal data from you and do not process your information in any way, other than as specified in this notice.

#### *The personal data that we collect is:*

- Name
- Business Function
- Business Email
- Business Telephone Number

#### *We collect information in the below ways:*

- Personal phone calls
- Internet searches
- Personal meetings

### How We Use Your Personal Data

**Reverb Design Limited** takes your privacy very seriously and will never disclose, share or sell your data without your consent; unless required to do so by law. We only retain your data for as long as is necessary and for the purpose(s) specified in this notice. Where you have consented to us providing you with marketing material, you are free to withdraw this consent at any time. The purposes and reasons for processing your personal data are detailed below: -

- *We collect your personal data in the performance of a contract or to provide a service.*
- *We collect and store your personal data as part of our legal obligation for business accounting and tax purposes*
- *We will occasionally send you marketing information where we have assessed that it is beneficial to you as a customer and in our interests. Such information will be non-intrusive and is processed on the grounds of legitimate interests*

### Your Rights

You have the right to access any personal information that **Reverb Design Limited** processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (*where applicable*) in accordance with the data protection laws; as well as to object to any direct marketing from us.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

### **Sharing and Disclosing Your Personal Information**

We do not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. **Reverb Design Limited** uses **Kounnis and Partners** to provide the below services and business functions; however, all processors acting on our behalf only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

#### ***Kounnis and Partners***

*We use Kounnis and Partners to do our bookkeeping and tax returns and they act in the capacity of a processor on our behalf. The only information we provide them with is your name, address and order details to meet business and legal requirements.*

*For more information about Kounnis and Partners, please read their Privacy Notice at <https://accountancy.kounnis.com/disclaimer#datasecurity>*

### **Safeguarding Measures**

**Reverb Design Limited** takes your privacy seriously and takes every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, **including:** -

- **Password protection**
- **Encryptions**
- **Restricted access**
- **IT authentication**
- **Firewalls, anti-virus/malware**

### **Consequences of Not Providing Your Data**

You are not obligated to provide your personal information to **Reverb Design Limited** however, as this information is required for us to provide you with our services we will not be able to offer some/all our services without it.

### **Legitimate Interests**

As noted in the 'How We Use Your Personal Data' section of this notice, we occasionally process your personal information under the legitimate interests' legal basis. Where this is the case, we have carried out a thorough Legitimate Interests' Assessment (LIA) to ensure that we have weighed your interests and any risk posed to you against our own interests; ensuring that they are proportionate and appropriate.

### **How Long We Keep Your Data**

**Reverb Design Limited** only ever retains personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (*name, address, contact details*) for a minimum of 6 years after which time it will be destroyed. Any personal information relating to a design project we will keep for 5 years after the project has finished, unless you consent otherwise.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

### **Marketing**

Occasionally, **Reverb Design Limited** would like to contact you with the Industrial Design Services that we provide. If you consent to us using your contact details for this purpose, you have the right to modify or withdraw your consent at any time by using the opt-out/unsubscribe options or by contacting **Reverb Design Limited** directly.

If you **consent** to us contacting you with the above-mentioned marketing and offers, please tick to say how you would like to be contacted: -

Post  Email  Telephone

### **Lodging A Complaint**

**Reverb Design Limited** only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

**Reverb Design Limited**  
176 Northcote Road, London E17 7DJ  
020 8521 5120  
[gateway@re-verb.co.uk](mailto:gateway@re-verb.co.uk)

**Information Commissioner's Office**  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
0303 123 1113 (local rate) or 01625 545 745 if you prefer to use a national rate number