

## Privacy Policy

This data protection and privacy policy (“**Privacy Policy**”) sets out how and why we collect, store, process and share your personal data, when you are using this website (“**Website**”).

We are solely responsible for compliance with all laws applicable to this Website and we are solely responsible and liable with respect to any of the services which occur under this Website and for any of its content.

### A. About us

We are Premium German Kitchens Ltd., Unit E4, Bounds Green Industrial Estate, London, N11 2UD, UK (“**we**” or “**us**”) and our contacts are:

**Telephone:** 02039037835

**E-mail:** [info@pgkltd.co.uk](mailto:info@pgkltd.co.uk)

We are the “data controller” of any personal data this Website may collect, process and hold about you, unless we inform you otherwise.

You can contact our data protection officer at:

Mr. Eranda Aponso

Premium German Kitchens Ltd.

Unit E4, Bounds Green Industrial Estate, London, N11 2UD, UK.

E-mail: [eranda@pgkltd.co.uk](mailto:eranda@pgkltd.co.uk)

### B. What personal data do we collect and process and for how long?

#### *1. General*

Personal data is all information about an identified or identifiable individual. This includes information about your identity such as your name, your e-mail address, or your postal address. Any information that cannot be directly linked to your identity (e.g. statistical details such as the number of users of the Website) is, however, not considered to be personal data.

You can essentially use our Website without disclosing your identity and without providing any personal data. In that case, we will merely collect general information about your visit to our Website and your computer. However, some of the services and kitchen planning tools offered require you to provide certain personal data. As a rule, we will process such personal data only for our own purposes connected with the use of this Website, including without limitation for the provision of desired or presumably interesting information about our kitchens and other products, for advertising and marketing purposes and to get in contact with you. Whenever personal data is

collected, you are only required to provide the personal data that is necessary to achieve the disclosed purposes. Also, you may be asked to provide additional details, which are optional information provided voluntarily. We let you know in each case whether the input fields are for mandatory or optional details. More specific details are provided in the relevant section of this Privacy Statement.

There is no automated decision-making on the basis of your personal data in connection with the use of our Website.

Access to your personal data will be permitted only to a limited number of persons, who need to know it for the disclosed purposes.

### *II. Information relating to your computer*

Every time you access our Website, we will collect the following information relating to your computer, regardless of whether or not you have registered:

- the IP address of your computer;
- the inquiry of your web browser and the time stamp of that inquiry;
- the status and the amount of data transmitted in the course of the inquiry;
- product and version information about the web browser used and the operating system of the computer; and
- the website from which our own website has been accessed.

The IP address of your computer is stored only for the duration of your use of our Website. Afterwards, it is deleted or anonymized. The other data is stored for a limited period, until it is no longer required to ensure reliability, functionality and accessibility of the website.

The Website offers you kitchen a planning tool (3D Kitchen planner) and various preference setting options such as through wish lists.

When you are using the aforementioned tools and /or are setting preferences the following information will be collected:

- your preferences and selections;
- your kitchen plan, if uploaded or designed by you.

If you have registered and logged in, your preference selections will be linked to your user account. Your preference data is stored by us for as long as an active customer relationship with you exists.

### *III. Appointment booking, home visits, contacts and requests for information*

Through our website you may contact us, book an appointment, book a home visit or request marketing materials such as free kitchen brochures.

If you choose any of these requests request, we will require you to fill out a form on our Website and we will collect the personal data that you provide in the form, including

- your title, name and surname;
- your address;
- your email address;
- your telephone number;
- your preferred store; and
- your preferred dates (if applicable)

In addition, we record the IP address and the date and time of the enquiry.

We process any personal data transmitted through the contact or request form exclusively for the purpose of answering your enquiry or reacting to your request. After the matter has been dealt with, the personal data is stored for some time in case you have any further questions. The personal data will be deleted once the matter has been conclusively dealt with.

#### *IV. Account Closing*

You may close your account at your discretion. When you close your account, your personal information will be stored for the legally mandated retention periods. After the retention period, it will no longer be accessible.

### **C. How do we use your personal data and what are our legal justifications for doing so?**

#### *I. Information relating to your computer*

We use the information relating to your computer to operate the Website and to ensure its functionality, more specifically for troubleshooting, to assess its use and usability and to carry out adjustments or improvements thereof.

Such purposes also constitute our legitimate interest in data processing in accordance with Article 6(1)(f) of the GDPR.

#### *II. Preference settings and kitchen planning tools.*

We use your personal data to create a profile of your style preferences, to improve your customer experience and to improve our suggestions of recommended products to you, so that you primarily will be shown products of interest to you. This constitutes our legitimate interest in the processing of the data in accordance with Article 6(1)(f) of the GDPR.

### *III. Booking, contact and requests for information*

We will use your data to answer your enquiry or to react to your request or to schedule an appointment with you.

By filling in the forms, your consent constitutes the legal basis for processing your data in accordance with Article 6(1)(a) of the GDPR.

We will use your personal data to book and schedule an appointment or in-store visit for you. Processing of your data in this context is based on Article 6(1)(b) of the GDPR.

#### **D. Who do we share your personal data with?**

In order for us to provide our services and products to you and offer you the most convenient customer experience, we share your personal data with trusted third party service providers and the members of the Nobilia/Nolte/Ballerina group as detailed below.

Whenever we share your personal data, we put safeguards in place which require these organisations to keep your data safe.

##### *I. Third party service providers*

We work with a number of trusted service providers who carry out services on our behalf. They include:

- [CompuSoft](#)

It is in our legitimate interests as a business to work with these service providers since we may not have the capabilities to provide these services ourselves. In each case, we will ensure that the service provider is only allowed to use your personal data in order to provide the services to us and for no other purpose.

##### *II. Transfer of your personal data outside the EEA*

We will not transfer your personal data outside of the European Economic Area (EEA). After the United Kingdom has effectively withdrawn from the EU, personal data will still be transferred to the United Kingdom and thus outside of the EEA.

## **E. What are your rights?**

You have a number of rights relating to your personal data and what happens to it. You are under GDPR entitled to:

- have your data processed in a fair, lawful and transparent way;
- be informed about how your personal data is being used, an example being this Privacy Policy;
- access personal data we hold about you;
- require us to correct any mistakes in your personal data;
- require us to delete personal data concerning you in certain situations where there is no good reason for us to continue to process it;
- request that we transfer your personal data to you or another service provider in a simple, structured format;
- object at any time to processing of your personal data for direct marketing purposes;
- object to automated decision making which produces legal effects concerning you or similarly significantly affects you;
- object in certain other situations to our continued processing of your personal data; and
- otherwise restrict or temporarily stop our processing of your personal data in certain circumstances.

You can read more about your rights, including the circumstances in which they apply, in the Guidance from the UK Information Commissioner's Office (ICO) <https://ico.org.uk/for-the-public>.

Please use the GDPR rights center on our Website to request the realization of your aforementioned rights.

You also have the right to complain about our use of personal data to the ICO. You can do these by contacting the ICO via their website <https://ico.org.uk/concerns> or by calling 0303 123 1113.

## **F. Can you recall your consent given to us for processing of your personal data?**

For certain services on our Website we ask for your consent to us collecting, processing or transferring your personal data. You are under no obligation to give us your consent, however, some services or tools may not be able to work properly without such consent.

You have the right to withdraw your given consent at any time and for whatever reasons. If you would like to withdraw your consent, please contact us or use the relevant option in your user account to withdraw your consent.

## **G. How do you change your preferences?**

If you no longer wish to be contacted by us about our products or services, or for other marketing purposes, you can amend your preferences or unsubscribe by contacting us.

We want to ensure that all the information we have about you is factually correct and up to date. If you find that the personal data we have about you is inaccurate or needs updating (for instance, you may have changed your name or address) then please contact us so that we can correct it. If you have created a user account on our website, you can change the details stored about you by logging into your user account.

## **H. How do we ensure security of your personal data?**

We take the security of your personal data very seriously. We have implemented various strategies, controls, policies and measures to keep your data secure and keep these measures under close review. We protect your data by using encryption techniques and we use other safeguards such as firewalls and password protection. This means that your data is protected and only accessible by co-workers who need it to carry out their job responsibilities. We also ensure that there are strict physical controls in our buildings which restricts access to your personal data to keep it safe.

## **I. What about your joint data controllership with Nobilia/Nolte/Ballerina?**

Together with Nobilia/Nolte/Ballerina, we determine the purposes and means of processing your personal data that we have collected on this Website. We are, however, based on our agreement with Nobilia/Nolte/Ballerina primarily responsible to ensure, implement and administer your rights under the GDPR (see above at E). Thus, we serve as your preferred point of contact for all GDPR related request, in particular concerning your rights under the GDPR. We will also provide the required information under the GDPR to you (in particular by way of this Privacy Policy).

Whilst we would like to serve as your point of contact if you would like to exercise any of your GDPR-related rights, you may also exercise your rights vis-à-vis Nobilia/Nolte/Ballerina. The relevant contacts are:

**Nobilia-Werke J. Stickling GmbH & Co. KG**

Waldstraße 53-57, 33415 Verl, Germany

Telephone: + 49 5246 508 0

E-mail: [datenschutz@nobilia.de](mailto:datenschutz@nobilia.de)

The relevant data supervisory authority for Nobilia is:

Landesbeauftragte für Datenschutz und Informationsfreiheit Nordrhein-Westfalen

Postfach 20 04 44, 40102 Düsseldorf, Germany

Telephone: + 49 211 38424 0

E-mail: [poststelle@ldi.nrw.de](mailto:poststelle@ldi.nrw.de)

**Nolte Küchen GmbH und Co. KG**

Anni-Nolte-Straße 4

32584 Löhne, Deutschland

Fon:+49(0)5732 / 8990

Email: [privacy@nolte-kuechen.de](mailto:privacy@nolte-kuechen.de)

Authorised to represent:

Legally represented by pHG, Nolte Geschäftsführungsgesellschaft mbH,

which is on its part represented by their managing directors

Marc Hogrebe, Eckhard Wefing and Manfred Wippermann

Data Protection Officer (DPO):

Stephanie Neitzel (Lawyer)

Fon:+49(0)5732 / 899-8184

Email: [datenschutz@nolte-kuechen.de](mailto:datenschutz@nolte-kuechen.de)

**Ballerina kitchens,**

Heinz-Erwin Ellersiek GmbH

Heinz-Erwin Ellersiek, Heidrun Brinkmeyer, Heiko Ellersiek

Bruchstrasse 47 - 51

32289 Rödinghausen / Germany

Telephone: +49 (52 26) 5 99 - 0

Fax: +49 (52 26) 5 99 - 2 11

[webkontakt@ballerina.de](mailto:webkontakt@ballerina.de)

Data protection officer (s) can be reached as follows:

E-mail [datenschutzbeauftragter@ballerina.de](mailto:datenschutzbeauftragter@ballerina.de)