

GDPR - Madeira's data policy explained

This General Data Protection Regulation (GDPR) Policy outlines our approach to collecting, storing, processing, and sharing personal data to ensure compliance with the GDPR (EU Regulation 2016/679) and other applicable data protection laws.

This policy explains how we handle personal data, including what data is collected, how used, stored, and shared, and the rights of individuals under the GDPR. This policy applies to all personal data processed and stored by our organisation, regardless of the format or location, and is designed to ensure transparency and accountability in our data processing activities.

Protection

It is important to note that Madeira has always taken the responsibility of handling personal data very seriously, and prior to the GDPR ruling we already had a very strong infrastructure in place.

Madeira is ISO 9001 accredited, and all internal processes are constantly monitored to ensure best practice.

Our staff are trained to always act carefully and professionally when handling customer data.

Third party companies who may be given access to data (for example suppliers, IT support companies) are thoroughly vetted and put through an official approval process.

Our servers and systems are regularly checked and maintained with the latest updates, protection software, anti-virus programmes and are fully password protected.

Our information is backed up daily in the form of encrypted files.

What data do we collect?

We only collect basic personal data required in order to provide you with the best possible customer service. This includes, but is not exclusive to, names, telephone numbers, email addresses and postal addresses. You can request a copy of your personal data file anytime by contacting us in writing at info@madeira.co.uk

How do we collect data?

We only store personal data which is provided to us willingly by our customers. Our account setup form provides most of the information we require. When you registered with us you would have had to complete this so that we had enough detail to be able to service your account in the best possible way.

How is your personal data stored?

We store your details electronically on a password-protected server. Our passwords are very complex! We monitor our server constantly, install the latest protection updates and have very modern and sophisticated anti-virus and anti-malware programmes. We make every possible effort to ensure your information is safe.

Any physical documents containing personal information is always kept locked away and secure. Our premises is fully alarmed with only access key entry during the day.

Who has access to the data?

Madeira employees can access your data. All access is password-protected. We have organisational structures in place in order to ensure that any processing and handling of your information is done correctly at all times.

Part of our network involves using other companies to help us provide the best possible service to customers. For example we may need to give your address details to a shipping company so that they can deliver your goods. We fully ensure that the companies we use are also GDPR compliant, and we only deal with responsible and reputable businesses.

What does Madeira use the data for?

In order to provide you with the best possible service it is necessary for us to keep a copy of your information on file. This allows us to process your orders quickly and efficiently.

We also like to send you updated news, promotional offers and pricing updates via email marketing. When opening your Madeira account you will have had the option to opt in to receive marketing information. If you chose to opt in you will be included in our email list. Every email we send to our customers includes an option to unsubscribe, so you can choose not to receive at any time. This is compliant with GDPR regulation.

We do not pass or sell your data onto any third parties for marketing or promotional purposes.

Can you see and change the details we have on file for you?

Customers can request a copy of their data file any time simply by emailing: info@madeira.co.uk. We will respond within 10 working days.

If you wish to amend or correct any data we hold, you can request this in writing via email or post. We will make the necessary changes straight away, or inform you immediately if we require you to take any further action.

Deleting Customer Data

We periodically review the data we hold in line with our ISO 9001 procedures. We do not keep unnecessary or old information. We have firm procedures confirming our methods of data deletion, which is in line with GDPR rules. In the case of deleting physical documents which contain customer data, paperwork is shredded and taken away by an approved recycling company.

Data Retention

Madeira has a retention policy for all documentation stored within the company. This is part of our ISO 9001 procedures and is in line with GDPR rules.

To which countries is data transferred?

As a global company, with a head office based in Germany, Madeira UK works closely with partners and subsidiaries within the Madeira group. From time to time in order to improve our service it may be required to share data with our partners.

All data transfer is fully secure and kept within the guidelines governed by the DPA and GDPR rulings. Our partners are also compliant with GDPR and, where appropriate, have provided us with copies of their policies.

Privacy Policy

A copy of our up to date privacy policy can be found both on our website and on our online shop:

<https://shop.madeira.co.uk/privacy-policy.htm>

Madeira UK LLP is committed to providing the best possible service to our customers, and we take the responsibility of handling customer data very seriously. If you have any concerns at all about our practices please contact us:

Tel. + 44 (0)1765 641700

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GDPR is enforced by the governing body 'The Information Commissioners Office' (ICO). The ICO can be contacted using the details in the link below:

<https://ico.org.uk/global/contact-us/>