

Privacy Notice

Sofa Source Limited

EFFECTIVE DATE: 07/09/2022

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General Statement

Thank you for visiting Sofa Source Limited (hereinafter “*Company Name*” or “*We*”, “*Us*”, “*Our*”) through our website(s), including at <https://sofasource.com> (hereinafter the “*Site*” or collectively, the “*Sites*”), and any services related to those Sites and other services including processing orders, maintaining your account, issuing product information and promotional emails, market research, and other services as described below (collectively referred to as “*Services*”). We respect the laws and regulations from countries around the world. We want you to understand how we protect your privacy when we collect and use your personal information. We provide this Privacy Notice to outline the information we will collect, and how that information will be used, and how you can exercise your data protection rights. Additional policies and procedures described in our Terms of Use and License Agreements should be reviewed.

Privacy Principles

- ▲ We are committed to safeguarding the privacy of your personal information.
- ▲ We make every effort to be transparent about our personal information handling practices.
- ▲ We are committed to communicate to you your choices regarding the personal information that is collected about you and how it is used.
- ▲ We permit only authorised employees, contractors, third parties, and service providers to have access to some or all personal information of our customers for stated legitimate business purposes only. “Legitimate business purposes” means using your personal information to help us operate and improve our business and minimize any disruption to the services we offer to you. It allows us to make our communications with you more relevant and personalized to you and to make your experience with us more efficient and effective. It also allows us to establish, exercise, or defend against legal claims or proceedings. Because you have given your consent, we may ask you for your consent to allow us to use your personal information for one or more purposes.

What Is Personal Information?

“Personal information” (also referred to as “PI”) is information that identifies or could reasonably be linked to a particular consumer or household. Some examples include name, alias, address, date of birth, marital status, unique personal identifier, online identifier, Internet Protocol address, driver’s license number, email address, account name, social security number, passport number, financial account number, credit information, medical information, health insurance number, biometric data/information, geolocation data, professional or employment-related information, education information, purchasing or consuming histories or tendencies, inferences drawn from any of the information identified to create a consumer profile, where one travels, and intentions to acquire goods and services.

Collection of Your Personal Information

Personal information is collected from you directly on a one-time or ongoing basis through our onsite locations, our website, and/or third-party sources. We may also collect information about products and services you receive from us and may include the following:

- (a) Personal information you provide to us:
 - a. Names
 - b. Job titles
 - c. Email addresses
 - d. Mailing and delivery addresses
 - e. Phone number
 - f. Fax number
- (b) Personal information we may automatically collect:
 - a. Names – when orders are placed.
 - b. Job titles - when orders are placed.
 - c. Email addresses - when orders are placed.
 - d. Place of work – when orders are placed.
- (c) Additional personal information we may collect and/or receive from third parties. Be aware that when you provide personal information to us on a third-party website or platform, they may also collect your information. You should review the privacy policies of the third party or social media platform for their privacy practices. We may receive your information from:
 - a. Linked In – where you contact or connect with us via our business page or a member of our team.
 - b. Trade show partners – these provider change depending on the partner that is overseeing the show itself. Trade show partners such as the Image Expo

Event (part of the Image Furnishing Group) may share your information with us when you attend and share your details.

Choice and Consent of Your Personal Information

We collect, use, sell, share, and/or retain personal information for legitimate business purposes only, with your consent, unless otherwise set out herein. Your consent will be obtained at the time you are requested to provide it. You will also be informed of your choice to opt-in or opt-out to our personal information collection and use purposes.

If you would like to refuse or withdraw consent for the handling of your personal information, please use the choice mechanisms set up at time of collection or contact us through the information provided in this notice.

If you would like to opt-out of marketing emails, please click the unsubscribe link found at the bottom of your emails.

If you would like to opt-out of the selling or sharing of your personal information, please click the 'Do Not Sell or Share My Information' link.

If you would like more information on the tracking technologies, you can view our Cookie Policy online.

Use of Your Personal Information

We use and process your personal information for the following purposes:

- To fulfill contracts we have with you
- To comply with our Terms of Service with you
- For billing and payment processing
- Where we need to comply with a legal or regulatory obligation
- To deliver personalized advertising and content
- Marketing or advertising our products to you, that you have not already opted-out of receiving, on our behalf or on behalf of our marketing partners
- Provide to you supporting products you purchase
- Provide to you the websites and services, related promotions, newsletters, and information you request
- To help us identify you and any accounts you hold with us
- To assist in making your reservation and providing the services you request at our property
- To respond to any feedback, you submit
- To communicate with you in connection with your specific requests

- To operate our business including for internal purposes, such as, auditing, data analysis, research purposes, or troubleshooting to help improve our services and websites
- For the defense of legal claims or proceedings

Sharing or Selling of Personal Information

We do not sell, share, or disclose your personal information to non-affiliated organisations other than as disclosed in this Privacy Notice.

We restrict access to your personal information to our affiliates and trusted business partners who require it to maintain and operate our Sites or to provide services to you.

This information is restricted to Image Furnishing Limited.

When we process your order, we may run your details through a credit checking provider to prevent fraudulent purchases.

We currently use Credit Safe to do so.

We may disclose some of your personal information based on requirements for compliance with applicable laws to government authorities or law enforcement.

Personal information may be disclosed or transferred based on a merger and acquisition transaction, sale of assets, to an acquirer, successor or assignee, and only if the recipient commits to a Privacy Notice that has terms substantially consistent with our Privacy Notice.

Data Retention and Disposal

We keep customer and partner information for as long as is necessary for legitimate business purposes, or as legally required by appropriate state, European, and regulatory bodies. Past that period, we have processes in place for the secure destruction of records, both physical and electronic.

We securely store your name, business address, number (if applicable), mobile phone number, and landline phone number for the duration of the Contract, plus 2 years. Once this timeframe has expired, we will delete your information by the following methods:

- INTACT ERP – Orders will be deleted, customer details deleted, and information purged.
- Exchange Online – Data is archived for a period, deleted and purged according to retention and destruction policies, and tags in operation.

Cookies and Beacons

What are “Cookies”? Cookies and similar tracking technologies are small data files that a website or its service provider transfers to your device through a web browser (if the user allows). This enables the website’s or service provider’s systems to recognize the user’s browser then it captures and remembers certain information. For more information about the cookies and other tracking technologies we, our affiliates, service providers and advertisers use on our websites, please read our Cookie Policy on our website.

The types of cookies or tracking technologies we use are:

Cookie	Type ↑↓	Description	Duration
_ga	Analytics	The _ga cookie, installed by Google Analytics, calculates visitor, session and campaign data and keeps track of site usage for the site's analytics report.	2 years
_gid	Analytics	Installed by Google Analytics, _gid cookie stores information on how visitors use a website, while also creating an analytics report of the website's performance.	1 day
_gat_gtag_UA_141528036_1	Analytics	Set by Google to distinguish users.	1 minute
PHPSESSID	Necessary	This cookie is native to PHP applications.	session
_utma	Performance	This cookie is set by Google Analytics and is used to distinguish users and sessions.	2 years

Cookie	Type ↑↓	Description	Duration
_utmb	Performance	Google Analytics sets this cookie, to determine new sessions/visits.	30 minutes
_utmz	Performance	The cookie is set by Google Analytics and is deleted when the user closes the browser.	session
_utmc	Performance	Google Analytics sets this cookie to store the traffic.	6 months

It is possible to opt out of the use of cookies for advertising targeting purposes. Learn more about how you can opt out from this usage of cookies in our Cookie Policy.

You may change your cookie privacy settings through your web browser. Please be aware if you block or turn off cookies, some pages of our website may not display properly, or you may not be able to use our website services that require you to sign in.

Links to Third Party Websites

Our website or services may contain links to third party sites including links to social media platforms. These links are not under the control of Sofa Source Limited. We do not make any representations or warranties, express or implied, regarding the content of any of these linked sites. The information practice of any third party is not covered by this Privacy Notice. Sofa Source Limited is not responsible for the privacy policies of any third-party websites to which it links. We strongly suggest you review the third-party’s privacy policies before providing any data to them.

Data Security

We maintain physical, administrative, and technological safeguards in compliance with applicable law to protect your personal information. We restrict access to employees, agents, vendors, and other entities who have a business need to know. They will only process your personal information on our instructions and are subject to a duty of confidentiality. We train our employees on the proper handling of personal information.

We cannot guarantee or promise that the data transmitted over the internet or store or maintained by us, or our service providers can be 100% secure. We believe the measures implemented by us can reduce the likelihood of security problems to a level appropriate to the type of data involved, we do not promise or guarantee, and you should not expect, that your personal information or private communications will always remain private or secure. We do not guarantee that your personal information will not be misused by third parties. We are not responsible for the circumvention of any privacy settings or security features.

If you believe your personal information has been accessed or acquired by an unauthorised person, please contact us so that necessary measures can quickly be taken.

You can contact our Data Protection Officer, Karen Bruton at karen@sofasource.com or by calling us +353 (0)90 6628844.

How to Access, Update and Correct Personal Information

Your Data Protection Rights - under certain circumstances, you have rights under data protection laws relative to your personal information. You may have the right to:

- Right to know - what personal information is being collected about you, if businesses are using your personal information
- Request access to personal information commonly known as “data subject access request”
- Right to delete personal information
- Right to correct inaccurate personal information
- Right to know what personal information is sold and to whom
- Right to opt-out of sale or sharing of personal information
- Right to no retaliation following opt-out or exercise of other rights

We offer transparency about the personal information that we collect and maintain. You can contact us at any time to exercise your right (within reasonable limits) to know what information is collected about you, to update and/or correct, to delete or obtain copies of any personal information that we have collected and retain about you. If you make a request, we will respond to you within thirty days or within the required timeframe of regulations that pertain to you as a data subject, unless we request in writing an extension. If we do not make the requested change, you may file a written statement of dispute with us. We will include the written dispute in future disclosures of that personal information. We will send the written dispute to anyone you request who received your personal information from us in the past two years.

If you are a registered user, you may access your personal information in your registered account profile.

In some cases, we may retain copies of your information if required or permitted by law.

You may also contact us by email at karen@sofasource.com or by telephone at +353 (0)90 6628844 or write to us at Sofa Source Limited, The Walk, Roscommon, F42 DP28, Ireland.

Updates or Changes to Privacy Notice

We reserve the right to modify or change this Privacy Notice at any time. Any such change, update, or modification will be effective immediately upon release, and reflected with the updated Date Modified. If we make any changes to our notice, we will post the updated privacy notice, provide an updated homepage link, and may post in other places we deem appropriate. We will also keep prior versions of this privacy notice in an archive for your review. Where permitted by applicable law, your continued use of the Site or our services following the posting of any changes to this Privacy Notice constitutes acceptance of those changes.

If you have questions or concerns regarding this Privacy Notice, please contact us at:

karen@sofasource.com

You can view the previous versions of our Privacy Notice by contacting us at the above email address.

We reserve the right to modify or change this Privacy Notice at any time. Any such change, update, or modification will be effective immediately upon release, and reflected with the updated Date Modified. If we make any changes to our Notice, we will post the updated Notice, provide an updated homepage link, and may post in other places we deem appropriate. Users who have authorized e-mail communication will be notified via e-mail of any material changes to the Notice. We will also keep prior versions of this privacy notice in an archive for your review.