



Privacy policy

In this policy we will outline our responsibilities to our visitors and customers, employees, contractors and our suppliers “we”, “us” and “our” refer to Total Tiles and our web site <https://totaltiles.co.uk>.

We do use cookies on our website. Insofar as those cookies are not strictly necessary for the provision of our website and services, we will ask you to consent to our use of cookies when you first visit our website.

Our website incorporates privacy controls which affect how we will process your personal data. By using the privacy controls, you can specify whether you would like to receive direct marketing communications and limit the publication of your information. You can access the privacy controls via <https://goo.gl/forms/GfB8hUkquf2sPM8j2>

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General Information

The information in this section is relevant to all categories of data subject.

Who controls your personal data?

Total Tiles Ltd is responsible for your personal data. You can contact a representative by sending an email to the following address: privacy@totaltiles.co.uk

Your rights

You have the following rights:

1. The right to be informed.
 - You have the right to be informed about how Total Tiles processes your personal data. Typically, Total Tiles communicates this information through privacy notices such as this one.
2. The right of data access
 - You have a right to obtain a copy of the personal data we hold about you, subject to certain exceptions.
3. The right of data rectification
 - You always have a right to ask for immediate correction of inaccurate or incomplete personal data which we hold about you.
4. The right of data erasure
 - You have the right to request that personal data be erased when it is no longer needed, where applicable law obliges us to delete the data or the processing of it is unlawful. You may also ask us to erase personal data where you have withdrawn your consent or objected to the data processing. However, this is not a general right to data erasure – there are exceptions.
5. The right to restrict data processing
 - You have the right to restrict the processing of your personal data in specific circumstances. Where that is the case, we may still store your information, but not use it further.
6. The right to data portability
 - You have the right to receive your personal data in a structured, machine-readable format for your own purposes, or to request us to share it with a third party.
7. The right to object to data processing
 - You have the right to object to our processing of your personal data based on the legitimate interests, where your data privacy rights outweigh our reasoning for legitimate interests.
8. Rights in relation to automated decision making and profiling.
 - You have the right not to be subjected to a decision based solely on automated processing, including profiling, which produces legal or similarly significant effects. Currently, Total Tiles does not perform any automated decision making or profiling.

You may request to enforce your data privacy rights by emailing Total Tiles LTD

In certain circumstances, we may need to restrict the above rights to safeguard the public interest (e.g., the prevention or detection of crime) or our business interests (e.g., the maintenance of legal privilege).

Consent as a legal basis for processing

For some data processing, Total Tiles LTD uses consent as a legal basis. If you have consented to processing by Total Tiles LTD, please be aware that you have the right to withdraw this consent at any point. If you would like to withdraw consent for a particular type of data processing that Total Tiles LTD performs, please email the following address: privacy@totaltiles.co.uk

Complaints to a Supervisory Authority

You have the right to lodge a complaint with a supervisory authority with regards to the way that Total Tiles LTD processes your personal data. Total Tiles LTD recommends lodging a complaint with the 'Information Commissioner's Office (ICO)'. This is the UK's supervisory authority and is the one which Total Tiles LTD is registered with.

How we share your data

We use data processors who are third parties who provide elements of services for us. We have contracts in place with our data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organisation apart from us. They will hold it securely and retain it for the period we instruct.

In some circumstances we are legally obliged to share information. For example under a court order. In any scenario, we will satisfy ourselves that we have a lawful basis on which to share the information and document our decision making and satisfy ourselves we have a legal basis on which to share the information.

How we protect your information

We implement appropriate technical and organisational measures to protect personal data that we hold from unauthorised disclosure, use, alteration, or destruction. Where appropriate, we use encryption and other technologies that assist in securing the data you provide. We also require our service providers to comply with strict data privacy requirements where they process your personal data.

How long we keep your personal data

We only keep your personal data for as long as necessary for the purposes described in this privacy notice, or until you notify us that you no longer wish us to process your data. After this time, we will securely delete your personal data, unless we are required to keep it to meet legal or regulatory obligations, or to resolve potential legal disputes.

Contact and further information

If you have any questions about how we use your personal data or wish to make a complaint about how we handle it, you may contact Total Tiles LTD at: privacy@totaltiles.co.uk

Our Customers or Potential Customers

How we use your personal data

- 1.1. In this Section we have set out:
 - 1.1.1. The general categories of personal data that we may process.
 - 1.1.2. In the case of personal data that we did not obtain directly from you, the source and specific categories of that data.
 - 1.1.3. The purposes for which we may process personal data; and
 - 1.1.4. The legal bases of the processing.
- 1.2. We may process data about your use of our website and services "**usage data**". The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.
- 1.3. We may process your account data "**account data**". The account data may include your name and email address. The source of the account data is you. The account data may be processed for the purposes of operating our website, providing our services, ensuring the security of our website and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is the performance of a contract between

you and us and taking steps, at your request, to enter into such a contract.

- 1.4. We may process your information included in your personal profile on our website "**profile data**". The profile data may include your name, address, telephone number, email address, profile pictures, gender, date of birth, relationship status, interests and hobbies, educational details and employment details. The profile data may be processed for the purposes of enabling and monitoring your use of our website and services. The legal basis for this processing is consent obtained when logging into our website using your own social media profile.
- 1.5. We may process your personal data that are provided in the course of the use of our services "**service data**". The service data may include name, e-mail address, telephone numbers, address, delivery address. The source of the service data is you. The service data may be processed for the purposes of providing our services and communicating with you. The legal basis for this processing is our legitimate interests, namely the performance of a contract between you and us and taking steps, at your request, to enter into such a contract.
- 1.6. We may process information that you post for publication on our website or through our services "**publication data**". The publication data may be processed for the purposes of enabling such publication and administering our website and services. The legal basis for this processing is consent, and will be provided by you.
- 1.7. We may process information contained in any enquiry you submit to us regarding goods or services "**enquiry data**". The enquiry data may be processed for the purposes of offering, marketing and selling relevant goods and or services to you. The legal basis for this processing is our legitimate interest, namely the proper management of our customer enquiries.
- 1.8. We may process information relating to our customer relationships, including customer contact information "**customer relationship data**". The customer relationship data may include your name, your contact details and information contained in communications between us and you. The source of the customer relationship data is you. The customer relationship data may be processed for the purposes of managing our relationships with customers, communicating with customers, keeping records of those communications. The legal basis for this processing is our legitimate interests, namely the proper management of our customer relationship.

- 1.9. We may process information relating to transactions, including purchases of goods and services, that you enter into with us or through our website "**transaction data**". The transaction data may include your contact details, your card details and the transaction details. The transaction data may be processed for the purpose of supplying the purchased goods and services and keeping proper records of those transactions. The legal basis for this processing is the performance of a contract between you and us and taking steps, at your request, to enter into such a contract and our legitimate interests, namely the proper administration of our website and business.
- 1.10. We may process information that you provide to us for the purpose of subscribing to our email notifications or newsletters "**notification data**". The notification data may be processed for the purposes of sending you the relevant notifications or newsletters. The legal basis for this processing is consent.
- 1.11. We may process information contained in or relating to any communication that you send to us "**correspondence data**". The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact forms. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.
- 1.12. We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.
- 1.13. We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our business against risks.
- 1.14. In addition to the specific purposes for which we may process your personal data set out in this Section 1, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.
- 1.15. Please do not supply any other person's personal data to us, unless we prompt you to do so.

2. Providing your personal data to others

- 2.1. We may disclose your personal data to our insurers or professional advisers insofar as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- 2.2. We may disclose name, address and contact telephone numbers to our selected delivery subcontractors, Bacton Transport (The Pallet Network), DPD, Royalmail and Premier Logistics insofar as reasonably necessary for completing delivery of products ordered through our website. You can find information regarding their privacy policies here.
 - a. http://www.dpd.co.uk/privacy_policy.jsp
 - b. <https://www.royalmail.com/privacy-policy/>
 - c. <http://www.bactontransport.co.uk/new-privacy-policy2.shtml>
 - d. https://premier-logistics.co.uk/privacy-policyc/files/PDF/PDF_UK/Palletways_Privacy_Policy_v2_PDF.pdf
- 2.3. Financial transactions relating to our website and services may be handled by our payment services providers, Opayo, Ebizmarts, Worldpay, Fidelity Payments and PayPal. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds. You can find information about the payment services providers' privacy policies and practices here.
 - a. <https://www.opayo.co.uk/policies/privacy-policy>
 - b. <https://store.ebizmarts.com/index.php/privacy-policy-cookie-restriction-mode>
 - c. <https://www.worldpay.com/uk/privacy-policy>

- d. <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>
- e. <https://fidelitypayment.co.uk/privacy-policy/>

2.4. In addition to the specific disclosures of personal data set out in this Section 2, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

3. International transfers of your personal data

- 3.1.** International transfer of your personal data will only be facilitated through our sub-contracted delivery companies where delivery will be outside of the UK, see section 2.2
- 3.2.** All data is digitally retained through the UK as all server and digital locations are within the UK.

4. Retaining and deleting personal data

- 4.1.** This Section 4 sets out our data retention policies and procedures, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.
- 4.2.** Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes, or where it may have an impact on our performance to a contract.
- 4.3.** We will retain your personal data as follows:
 - (a) Name, Address, telephone number and e-mail address information will be retained for a minimum period of 25 years following the initial date of contract in which the information was given. This is critical to the performance of 25-year guarantees offered with many of our products.
- 4.5** Notwithstanding the other provisions of this Section 4, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

5. Amendments

- 5.1.** We may update this policy from time to time by publishing a new version on our website.
- 5.2.** You should check this page occasionally to ensure you are happy with any changes to this policy.
- 5.3.** We may notify you of changes OR to this policy by email or through the private messaging system on our website.

6. About cookies

- 6.1.** A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- 6.2.** Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

6.3. Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

7. Cookies that we use

7.1. We use cookies for the following reasons;

For authentication, to identify you when you visit and navigate our website, for status to help us determine if you are logged into the website, for personalisation to store information about your preferences and personal settings. We also use cookies to monitor the performance of our website and services and we use cookies to gain consent and store your personal preferences in regards to the use of cookies.

For security we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials and also to protect our web site and services generally. Please see the table below for a full list of the cookies we use for the above reasons.

Cookie Name	Type	Cookie Description
__sharethis_cookie_test__	Essential	This cookie determines whether the browser accepts cookies.
_cfduid	Essential	Used by Cloudflare to Identify trusted web traffic.
_GRECAPTCHA	Essential	To allow Google reCAPTCHA to collect data
_cfduid	Essential	Used by Cloudflare to Identify trusted web traffic.
1P_JAR	Essential	Google reCAPTCHA
CONSENT	Essential	To store cookie consent preferences.
CONSENT [x2]	Essential	Used to detect if the visitor has accepted the marketing category in the cookie banner. This cookie is necessary for GDPR-compliance of the website.
cookieconsent_status	Essential	store cookie consent preferences.
crisp-client%2Fsession%2F#GUID	Essential	Crisp Chat
DV	Essential	Google ReCaptcha stores a cookie to help detect whether the user is a robot or not (ensure security)
form_key	Essential	A security measure that appends a random string to all form submissions to protect the data from Cross-Site Request Forgery (CSRF)
HSID	Essential	Used for security when signing into a Google Account.
login_redirect	Essential	Preserves the destination page the customer was navigating to before being directed to log in.
mage-cache-sessid	Essential	The value of this cookie triggers the cleanup of local cache storage. When the cookie is removed by the backend application, the Admin cleans up local storage, and sets the cookie value to true.
mage-cache-storage	Essential	Local storage of visitor-specific content that enables e commerce functions.
mage-cache-storage-section-invalidation	Essential	Forces local storage of specific content sections that should be invalidated.
mage-messages	Essential	Tracks error messages and other notifications that are shown to the user, such as the cookie consent message, and various error messages. The message is deleted from the cookie after it is shown to the shopper.
mage-translation-file-version	Essential	Stores the file version of translated content.

mage-translation-storage	Essential	Stores translated content when requested by the shopper.
persistent_shopping_cart	Essential	Stores the key (ID) of persistent cart to make it possible to restore the cart for an anonymous shopper.
PHPSESSID	Essential	To provide PHP functions across pages
private_content_version	Essential	Appends a random, unique number and time to pages with customer content to prevent them from being cached on the server.
product_data_storage	Essential	Stores configuration for product data related to Recently Viewed / Compared Products.
SEARCH_SAMESITE	Essential	Allow servers to mitigate the risk of CSRF and information leakage attacks by asserting that a particular cookie should only be sent with requests initiated from the same registrable domain.
section_data_ids	Essential	Stores customer-specific information related to shopper-initiated actions such as display wish list, checkout information, etc
SIDCC	Essential	This is a security cookie to prevent a users data from unauthorised access.
Store	Essential	Tracks the specific store view / locale selected by the shopper.
user_allowed_save_cookie	Essential	Indicates if the shopper allows cookies to be saved.
X-Magento_Vary	Essential	Configuration setting that improves performance when using Varnish static content caching.

8. Cookies used by our service providers

8.1. Our service providers use cookies and those cookies may be stored on your computer when you visit our website.

8.2. We use Google Analytics to analyse the use of our website. Google Analytics gathers information about website use by means of cookies. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>. See below for a list of cookies used by google analytics on our website. We also use other providers to track interactions with our website, see below for a list of cookies used by Amazon and addthis.com.

Cookie Name	TYPE	Cookie Description
__asc	Analytics	These Alexa analytics cookies are used to track and report information to the Alexa analytics service.
_auc	Analytics	These Alexa analytics cookies are used to track and report information to the Alexa analytics service.
crisp-client/trigger/#GUID#/visit/count	Analytics	Crisp Chat
crisp-client/trigger/#GUID#/visit/last	Analytics	Crisp Chat
recently_compared_product	Analytics	Stores product IDs of previously compared products for easy navigation.
recently_compared_product_previous	Analytics	Stores product IDs of previously compared products for easy navigation.
recently_viewed_product	Analytics	Stores product IDs of recently previously viewed products for easy navigation.
recently_viewed_product_previous	Analytics	Stores product IDs of recently previously viewed products for easy navigation.
_ga	Analytics	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.
_gat	Analytics	Used by Google Analytics to throttle request rate
_gid	Analytics	To count and track pageviews.
OTZ	Analytics	Google analytics cookie used for website traffic information.
OGPC	Analytics	Google analytics – collects anonymous web visitor statistics
OGP	Analytics	Google Analytics storing of preferences
NID	Analytics	The NID cookie contains a unique ID Google uses to remember your preferences and other information, such as your preferred language
uvc	Analytics	For load balancing functionality.
uid	Analytics	This cookie provides a uniquely assigned, machine-generated user ID and gathers data about activity on the website
ssc	Analytics	These cookies track sharing when the AddThis functionality is used

_gat_au	Analytics	Google Analytics tracking cookie
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- 8.3. We use Crispchat as a website-based chat widget to communicate with customers that choose to use the service. This service uses cookies for identifying the length of time a shopper spends on our website, the times the shopper visits our website and the general location of shoppers visiting the website, it also records how many pages were visited. See below for a full list of cookies used by the Crisp Chat widget. You can view the privacy policy of this service provider at <https://crisp.chat/en/privacy/>.
- 8.4. We also use Klaviyo to contact customers who have shopped with us, created an account with us, showed interest in our products or signed up to our newsletter. We will get your express opt-in consent before we share your personal data with any company outside of our company for marketing purposes except where the sharing is solely related to our own marketing activities and the sharing is for the purpose of utilising third party email marketing software and similar services.
- 8.5. You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time.
- 8.6. Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product purchase, warranty registration, or other transaction.
- 8.7. **We value your privacy and the information you consent to share in relation to our SMS marketing service. We use this information to send you text notifications, text marketing offers, and transactional texts, including requests for reviews from us. Opt-in data and consent for text messaging will not be shared with any third parties except for messaging partners, for the purpose of enabling and operating our text messaging program. You can opt out of SMS messaging at any time by texting STOP to +44 7480 533779**

Cookie Name	Type	Cookie Description
ads/ga-audiences	Marketing	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.
_ga	Marketing	Used to distinguish users for reviews.co.uk
_gcl_au	Marketing	To store and track conversions
_kla_id	Marketing	Tracks when someone clicks through a Klaviyo email to the website
_lfa	Marketing	The cookie registers data such as IP-addresses, time spent on the website and page requests for the visit. This is used for retargeting of multiple users routing from the same IP-addresses for reviews.co.uk
_Secure-3PAPSID	Marketing	Used by Google for targeting purposes to build a profile of the website visitor's interests in order to show relevant and personalised content and Google advertisements
_Secure-3PSID	Marketing	Used by Google for targeting purposes to build a profile of the website visitor's interests in order to show relevant and personalised content and Google advertisements
_Secure-3PSIDCC	Marketing	Used by Google for targeting purposes to build a profile of the website visitor's interests in order to show relevant and personalised content and Google advertisements
_uetid	Marketing	to store and track visits across websites.
_uetvid	Marketing	to store and track visits across websites.

_zlcmid	Marketing	is used by Zopim (Zendesk) to provide live customer service chat
ANID	Marketing	Used for advertising served across the web and stored in google.com
APISID	Marketing	Collects data for Google Ads
crisp-client	Marketing	Functionality for Crisp Chat
KL_FORMS_MODAL	Marketing	Tracks when someone subscribes (opts in) to a form for Klaviyo
loc	Marketing	Social Media sharing tracking cookie.
lz_userid	Marketing	Sets a unique ID to remember your next visit
MUID	Marketing	Microsoft User Identifier tracking cookie used by Bing Ads
mus	Marketing	Social Media sharing tracking cookie.
na_id	Marketing	Store the user's usage history for addthis.com
na_tc	Marketing	Social Media sharing tracking cookie.
oid	Marketing	Stores a unique user ID for addthis.com
SAPISID	Marketing	Google Ads Optimization
searchreport-log	Marketing	Used to log information about searches
SRCHD	Marketing	This allows Bing search to remember your preferences for user tracking and ad targeting purposes
SRCHUID	Marketing	This allows Bing search to remember your preferences for user tracking and ad targeting purposes
SRCHUSR	Marketing	This allows Bing search to remember your preferences for user tracking and ad targeting purposes
SSID	Marketing	Google tracking cookie.
VISITOR_INFO1_LIVE	Marketing	Tries to estimate the users' bandwidth on pages with integrated YouTube videos.
YSC	Marketing	Registers a unique ID to keep statistics of what videos from YouTube the user has seen.
yt-remote-cast-available	Marketing	Stores the user's video player preferences using embedded YouTube video
yt-remote-cast-installed	Marketing	Stores the user's video player preferences using embedded YouTube video
yt-remote-connected-devices	Marketing	Stores the user's video player preferences using embedded YouTube video
yt-remote-device-id	Marketing	Stores the user's video player preferences using embedded YouTube video
yt-remote-fast-check-period	Marketing	Stores the user's video player preferences using embedded YouTube video
yt-remote-session-app	Marketing	Stores the user's video player preferences using embedded YouTube video
yt-remote-session-name	Marketing	Stores the user's video player preferences using embedded YouTube video

9. Managing cookies

9.1. Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

9.1.1. <https://support.google.com/chrome/answer/95647?hl=en> (Chrome);

9.1.2. <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);

9.1.3. <http://www.opera.com/help/tutorials/security/cookies/> (Opera);

9.1.4. <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

(Internet Explorer);

9.1.5. <https://support.apple.com/kb/PH21411> (Safari)

9.1.6. <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

9.2. Blocking all cookies will have a negative impact upon the usability of many websites.

9.3. If you block cookies, you will not be able to use all the features on our website.

10. Our details

10.1. This website is owned and operated by Total Tiles Ltd.

10.2. We are registered in England and Wales under registration number 05993011 and our registered office is at Total Tiles, Burrington Business Park, Burrington Road, Plymouth PL5 3LX.

10.3. Our principal place of business is at Total Tiles, Units 1-3, Leslie Road, Ipswich, IP3 9PL

10.4. You can contact us:

10.4.1. By Post to: Total Tiles, Units 1-3, Leslie Road, Ipswich, IP3 9PL

10.4.2. Using the contact form on our website <https://totaltiles.co.uk/contact>

10.4.3. By telephone 01473 805959

10.4.4. By emailing us at privacy@totaltiles.co.uk