

## GDPR DATA PRIVACY NOTICE FOR WEBSITES

This is privacy notice of SOFAROOMS/ Decor Rooms / FOUR Upholstery.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection law protects you.

This privacy notice is provided in a layered format so you can click through to the specific areas set out below.

1. WHO WE ARE AND IMPORTANT INFORMATION
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1. WHO WE ARE AND IMPORTANT INFORMATION

### What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter, purchase a product or service or take part in a competition.

This website is not intended for children and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

### Data controller(s)

Sofarooms (Part of FOUR Upholstery & Decor Rooms) is the controller and responsible for your personal data (collectively referred to as, "we", "us" or "our" in this privacy notice). Our contact details are SOFAROOMS, Bakers Yard, Alphinbrook Rd, Marsh Barton, Exeter, EX2 8RG. 01392 424444. info@sofarooms.co.uk.

### Third-party links outside of our control

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

## 2. THE PERSONAL DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows

- Identity Data includes First name, Last name, Title, Username.
- Contact Data includes BILLING ADDRESS/DELIVERY ADDRESS/EMAIL ADDRESS/ TELEPHONE NUMBERS.

WE ALSO COLLECT, USE AND SHARE AGGREGATED DATA SUCH AS STATISTICAL OR DEMOGRAPHIC DATA FOR ANY PURPOSE. AGGREGATED DATA MAY BE DERIVED FROM YOUR PERSONAL DATA BUT IS NOT CONSIDERED PERSONAL DATA IN LAW AS THIS DATA DOES NOT DIRECTLY OR INDIRECTLY REVEAL YOUR IDENTITY. FOR EXAMPLE, WE MAY AGGREGATE YOUR USAGE DATA TO CALCULATE THE PERCENTAGE OF USERS ACCESSING A SPECIFIC WEBSITE FEATURE. HOWEVER, IF WE COMBINE OR CONNECT AGGREGATED DATA WITH YOUR PERSONAL DATA SO THAT IT CAN DIRECTLY OR INDIRECTLY IDENTIFY YOU, WE TREAT THE COMBINED DATA AS PERSONAL DATA WHICH WILL BE USED IN ACCORDANCE WITH THIS PRIVACY NOTICE.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### If you fail to provide personal data

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

## 3. HOW WE COLLECT YOUR PERSONAL DATA

We use different methods to collect data from and about you including through:

- Directly: You may give us your IDENTITY, CONTACT AND FINANCIAL DATA by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - Apply for our products or services;
  - Create an account on our website;

- Subscribe to our service or publications;
- Request marketing to be sent to you.

#### 4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of Contract** this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.
- **Legitimate Interest** this means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by emailing [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk).
- **Comply with a legal or regulatory obligation** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

GENERALLY WE DO NOT RELY ON CONSENT AS A LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA OTHER THAN IN RELATION TO SENDING THIRD PARTY DIRECT MARKETING COMMUNICATIONS TO YOU VIA EMAIL OR TEXT MESSAGE. YOU HAVE THE RIGHT TO WITHDRAW CONSENT TO MARKETING AT ANY TIME BY CONTACTING US.

#### PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

We have set out below, in a table format, a description of all the ways we plan to use your personal data, with the legal bases we rely on to do so.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk) if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you

#### Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

#### Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us OR IF YOU PROVIDED US WITH YOUR DETAILS WHEN YOU ENTERED A COMPETITION OR REGISTERED FOR A PROMOTION and, in each case, you have not opted out of receiving that marketing.}]

#### Third-party marketing

We will get your express opt-in consent before we share your personal data with any company outside the group of companies for marketing purposes. We do not sell or share data unless it is required in order to fulfil your order.

#### Opting out

You can ask us or third parties to stop sending you marketing messages at any time BY LOGGING INTO THE WEBSITE AND CHECKING OR UNCHECKING RELEVANT BOXES TO ADJUST YOUR MARKETING PREFERENCES OR BY FOLLOWING THE OPT-OUT LINKS ON ANY MARKETING MESSAGE SENT TO YOU OR BY [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk) OR [info@decorrooms.co.uk](mailto:info@decorrooms.co.uk) .

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/SERVICE PURCHASE, WARRANTY REGISTRATION, PRODUCT OR SERVICE EXPERIENCE OR OTHER TRANSACTIONS.

#### Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see BELOW.

#### Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please email [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk)

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

#### 5. WHO WE SHARE YOUR PERSONAL DATA WITH

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Internal Third Parties
- External Third Parties Service; Stirling Digital Media & Website developers, Wortham Jaques accountants, Sage accounting, Guardsnab furniture protection plan, Suppliers in order to fulfil any orders. These details are not shared for marketing but for accounting or in order to fulfil your orders.
  - HM Revenue & Customs, regulators and other authorities based IN THE UNITED KINGDOM WHO REQUIRE REPORTING OF PROCESSING ACTIVITIES IN CERTAIN CIRCUMSTANCES.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## 6. INTERNATIONAL TRANSFERS

WHENEVER WE TRANSFER YOUR PERSONAL DATA OUT OF THE EEA, WE ENSURE A SIMILAR DEGREE OF PROTECTION IS AFFORDED TO IT BY IMPLEMENTING SAFEGUARDS.

PLEASE CONTACT US [INFO@SOFAROOMS.CO.UK](mailto:INFO@SOFAROOMS.CO.UK) IF YOU WANT FURTHER INFORMATION ON THE SPECIFIC MECHANISM USED BY US WHEN TRANSFERRING YOUR PERSONAL DATA OUT OF THE EEA.

## 7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (INCLUDING CONTACT, IDENTITY, FINANCIAL AND TRANSACTION DATA) FOR SIX YEARS AFTER THEY CEASE BEING CUSTOMERS FOR TAX PURPOSES.

In some circumstances you can ask us to delete your data: see Your legal rights below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 9. YOUR LEGAL RIGHTS

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), where applicable i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to our processing of personal data, where applicable i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).

If you wish to exercise any of the rights set out above, please CONTACT [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk) FOR SUBJECT ACCESS RIGHTS.

### No fee required – with some exceptions

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

### What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

### Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

#### 10. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

THIS VERSION WAS LAST UPDATED ON 23/5/18 [AND HISTORIC VERSIONS ARE ARCHIVED OR CAN BE OBTAINED BY CONTACTING US.

FROM 25 MAY 2018 THERE WILL BE CHANGES IN DATA PROTECTION LAWS AND WE WILL THEN BE ABLE TO RESPOND TO SOME OF YOUR REQUESTS (FOR EXAMPLE, A REQUEST FOR THE TRANSFER OF YOUR PERSONAL DATA). WE ARE STILL WORKING TOWARDS GETTING OUR SYSTEMS READY FOR SOME OF THESE CHANGES.

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

#### 11. QUERIES, REQUESTS OR CONCERNS

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please in the first instance contact [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk)

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England, UK.

Please note - LHS Solicitors owns the copyright in this document. You must not use this document in any way that infringes the intellectual property rights in it. You may download and print this document which you may then use, copy or reproduce for your own internal non-profit making purposes. However, under no circumstances are you permitted to use, copy or reproduce this document with a view to profit or gain. In addition, you must not sell or distribute this document to third parties who are not members of your organisation, whether for monetary payment or otherwise.

The content of this document has been written with best practices in mind, however this is not a substitute for taking legal advice on your circumstances. If you do require specific advice, get in touch with us and we'll be happy to assist you.

### GDPR: DATA PRIVACY NOTICE FOR CLIENTS AND SUPPLIERS

#### Introduction

SOFAROOMS/ FOUR Upholstery / Decor Rooms

<sup>1</sup>("We") are committed to protecting and respecting your privacy.

This policy (together with our terms of use <http://www.sofarooms.co.uk/terms.pdf> and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

The rules on processing of personal data are set out in the General Data Protection Regulation (the "GDPR").

#### 1. Definitions

Data controller - A controller determines the purposes and means of processing personal data.

Data processor - A processor is responsible for processing personal data on behalf of a controller.

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<sup>1</sup> Partnership: Paul & Cassie Kite. Units 11b-d Bakers Yard, Alphinbrook Rd, Marsh Barton, Exeter, EX2 8RG. 01392 424444. [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk) part of FOUR Upholstery & Decor Rooms

Data subject – Natural person

Categories of data: Personal data and special categories of personal data

Personal data - The GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier (as explained in Article 6 of GDPR). For example name, passport number, home address or private email address. Online identifiers include IP addresses and cookies.

Special categories personal data - The GDPR refers to sensitive personal data as 'special categories of personal data' (as explained in Article 9 of GDPR). The special categories specifically include genetic data, and biometric data where processed to uniquely identify an individual. Other examples include racial and ethnic origin, sexual orientation, health data, trade union membership, political opinions, religious or philosophical beliefs.

Processing - means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Third party - means a natural or legal person, public authority, agency or body other than the data subject, controller, processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

2. Who are we?

Cassie Kite is the data controller. This means we decide how your personal data is processed and for what purposes. Our contact details are: Cassie Kite - info@sofarooms.co.uk. For all data matters contact Cassie Kite.

3. The purpose(s) of processing your personal data

We use your personal data for the following purposes:

Quotes, Estimated, Invoices, Credit Notes, Collections and deliveries - we require your full name, address, email and contact telephone numbers. Delivery address if different.

This information will be passed on to Guardsman protection plan, if you have chose to take this out on handmade orders. Your name, address and contact information may be passed on to suppliers, if you are having samples or fabric or any other goods sent to you.

Contacting you in regard to any enquiries or orders that you have placed through us or if we think there are offers that may appeal to you personally.

4. The categories of personal data concerned

With reference to the categories of personal data described in the definitions section, we process the following categories of your data:

- Personal data: Name, address, email, telephone numbers.

We have obtained your personal data from yourself, a relative or a friend. We do not buy or sell personal information, we can only gain personal data, if you yourself have provided us with it.

5. What is our legal basis for processing your personal data?

- a) Personal data (article 6 of GDPR)

Our lawful basis for processing your general personal data:



## 6. Sharing your personal data

Your personal data will be treated as strictly confidential, and will be shared only within our companies - SOFAROOMS / FOUR Upholstery / Decor Rooms. We do not sell or share your data, except when necessary to fulfil a order. For example to Guardsman, if you have taken out a plan or to a supplier to have a order delivered directly to you. Our employees and accountants may have access to your information but it will be treated with strict confidentiality.

## 7. How long do we keep your personal data?

We keep your personal data- name, address and contact details, until asked to delete or for at least 5 years. We do this for accounting purposes and so that should you re-order or have a enquiry in regard to a past order, we may be able to find your details and help you to the best of our ability. We can and will only delete your data upon request, after a order has been fulfilled and full payment has been received and cleared.

## 8. Providing us with your personal data

We require your personal data as it is a requirement necessary to enter into a contract, to fulfil any work or product orders through our companies.

## 9. Your rights and your personal data

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), (where applicable i.e. where the processing is based on consent or is necessary for the performance of a contract with the data subject and where the data controller processes the data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to the processing of personal data, (where applicable i.e. where processing is based on legitimate interests (or the performance of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research and statistics).

## 10. Transfer of Data Abroad

WE DO NOT TRANSFER PERSONAL DATA OUTSIDE THE EEA.

## 11. Automated Decision Making

WE DO NOT USE ANY FORM OF AUTOMATED DECISION MAKING IN OUR BUSINESS.

## 12. Further processing

If we wish to use your personal data for a new purpose, not covered by this Data Privacy Notice, then we will provide you with a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions.

### 13. Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

### 14. How to make a complaint

To exercise all relevant rights, queries or complaints please in the first instance contact our OUR DATA REPRESENTATIVE on Cassie Kite - [info@sofarooms.co.uk](mailto:info@sofarooms.co.uk)

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the [Information Commissioners Office](https://ico.org.uk/global/contact-us/email/) on 03031231113 or via email <https://ico.org.uk/global/contact-us/email/> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.

## COOKIE POLICY

### INFORMATION ABOUT OUR USE OF COOKIES

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies. A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire accordingly.

## ACCEPTABLE USE POLICY

This acceptable use policy sets out the terms between you and us under which you may access our websites [www.decorrooms.co.uk](http://www.decorrooms.co.uk) / [www.fourupholstery.co.uk](http://www.fourupholstery.co.uk) / [www.sofarooms.co.uk](http://www.sofarooms.co.uk) (our site). This acceptable use policy applies to all users of, and visitors to, our site.

Your use of our sites means that you accept, and agree to abide by, all the policies in this acceptable use policy, which supplement our terms of website use <http://www.sofarooms.co.uk/terms.pdf>

[www.sofarooms.co.uk](http://www.sofarooms.co.uk) / [www.fourupholstery.co.uk](http://www.fourupholstery.co.uk) / [www.decorrooms.co.uk](http://www.decorrooms.co.uk) is a site operated by Paul & Cassie Kite (we or us). We are registered in England and Wales as a partnership. Our main trading address is Units 11b-d Bakers Yard, Alphinbrook Rd, Marsh Barton, Exeter, EX2 8RG.. Our VAT number is BG 998 1323 79.

### PROHIBITED USES

You may use our site only for lawful purposes. You may not use our site:

- In any way that breaches any applicable local, national or international law or regulation.
- In any way that is unlawful or fraudulent, or has any unlawful or fraudulent purpose or effect.
- For the purpose of harming or attempting to harm minors in any way.
- To send, knowingly receive, upload, download, use or re-use any material which does not comply with our content standards
- To transmit, or procure the sending of, any unsolicited or unauthorised advertising or promotional material or any other form of similar solicitation (spam).
- To knowingly transmit any data, send or upload any material that contains viruses, Trojan horses, worms, time-bombs, keystroke loggers, spyware, adware or any other harmful programs or similar computer code designed to adversely affect the operation of any computer software or hardware.

You also agree:

- Not to reproduce, duplicate, copy or re-sell any part of our site in contravention of the provisions of our terms of website use <http://www.sofarooms.co.uk/privacy/>
- Not to access without authority, interfere with, damage or disrupt:
  - any part of our site;
  - any equipment or network on which our site is stored;
  - any software used in the provision of our site; or
  - any equipment or network or software owned or used by any third party.

### INTERACTIVE SERVICES

We may from time to time provide interactive services on our site, including, without limitation:

- Chat rooms.
- Bulletin boards.
- Blogs

Where we do provide any interactive service, we will provide clear information to you about the kind of service offered, if it is moderated and what form of moderation is used (including whether it is human or technical).

We will do our best to assess any possible risks for users (and in particular, for children) from third parties when they use any interactive service provided on our site, and we will decide in each case whether it is appropriate to use moderation of the relevant service (including what kind of moderation to use) in the light of those risks. However, we are under no obligation to oversee, monitor or moderate any interactive service we provide on our site, and we expressly exclude our liability for any loss or damage arising from the use of any interactive service by a user in contravention of our content standards, whether the service is moderated or not.

The use of any of our interactive services by a minor is subject to the consent of their parent or guardian. We advise parents who permit their children to use an interactive service that it is important that they communicate with their children about their safety online, as moderation is not foolproof. Minors who are using any interactive service should be made aware of the potential risks to them.

Where we do moderate an interactive service, we will normally provide you with a means of contacting the moderator, should a concern or difficulty arise.

#### CONTENT STANDARDS

These content standards apply to any and all material which you contribute to our site (contributions), and to any interactive services associated with it.

You must comply with the spirit and the letter of the following standards. The standards apply to each part of any contribution as well as to its whole.

Contributions must:

- Be accurate (where they state facts).
- Be genuinely held (where they state opinions).
- Comply with applicable law in the UK and in any country from which they are posted.

Contributions must not:

- Contain any material which is defamatory of any person.
- Contain any material which is obscene, offensive, hateful or inflammatory.
- Promote sexually explicit material.
- Promote violence.
- Promote discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Infringe any copyright, database right or trade mark of any other person.
- Be likely to deceive any person.
- Be made in breach of any legal duty owed to a third party, such as a contractual duty or a duty of confidence.
- Promote any illegal activity.

- Be threatening, abuse or invade another's privacy, or cause annoyance, inconvenience or needless anxiety.
- Be likely to harass, upset, embarrass, alarm or annoy any other person.
- Be used to impersonate any person, or to misrepresent your identity or affiliation with any person.
- Give the impression that they emanate from us, if this is not the case.
- Advocate, promote or assist any unlawful act such as (by way of example only) copyright infringement or computer misuse.

#### SUSPENSION AND TERMINATION

We will determine, in our discretion, whether there has been a breach of this acceptable use policy through your use of our site. When a breach of this policy has occurred, we may take such action as we deem appropriate.

Failure to comply with this acceptable use policy constitutes a material breach of the terms of use <http://www.sofarooms.co.uk/privacy/> upon which you are permitted to use our site, and may result in our taking all or any of the following actions:

- Immediate, temporary or permanent withdrawal of your right to use our site.
- Immediate, temporary or permanent removal of any posting or material uploaded by you to our site.
- Issue of a warning to you.
- Legal proceedings against you for reimbursement of all costs on an indemnity basis (including, but not limited to, reasonable administrative and legal costs) resulting from the breach.
- Further legal action against you.
- Disclosure of such information to law enforcement authorities as we reasonably feel is necessary.

We exclude liability for actions taken in response to breaches of this acceptable use policy. The responses described in this policy are not limited, and we may take any other action we reasonably deem appropriate.

#### CHANGES TO THE ACCEPTABLE USE POLICY

We may revise this acceptable use policy at any time by amending this page. You are expected to check this page from time to time to take notice of any changes we make, as they are legally binding on you. Some of the provisions contained in this acceptable use policy may also be superseded by provisions or notices published elsewhere on our site.

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