



Privacy Policy

For Diamond Kitchens Norfolk Ltd

Introduction

At Diamond Kitchens we are committed to protecting the privacy and security of our customers and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, interact with our services, purchase our products, or communicate with us in any manner. We value your trust and are committed to ensuring your personal data is handled with the utmost care and transparency.

1. Information We Collect

We may collect and process a variety of information to provide you with our services, improve our offerings, and fulfil our legal obligations. The types of information we may collect include:

1.1 Personal Identification Information

- Name
- Postal address
- Email address
- Phone number

1.2 Payment and Billing Information

- Credit or debit card details
- Bank account information (where applicable)
- Billing address

1.3 Order and Transaction Details

- Order history
- Product preferences
- Delivery details

1.4 Website Usage Data

- IP address
- Browser type and version
- Pages visited on our website
- Time and date of your visit
- Referring website addresses

1.5 Communication Records

- Customer service queries
- Email correspondence
- Live chat records
- Feedback and reviews

1.6 Other Information You Provide

- Photographs (such as those submitted for kitchen design consultations)
- Preferences and interests (for product recommendations)

2. How We Collect Information

We collect information in several ways, including:

- Directly from you when you provide it to us via our website, email, phone, or in person.
- Automatically as you navigate through our website (using cookies and similar technologies).
- From third parties, such as payment processors or delivery partners, with your consent or as necessary for order fulfilment.

3. How We Use Your Information

We use your information for the following purposes:

- To process orders and deliver products and services.
- To communicate with you regarding orders, queries, or feedback.
- To process payments and manage billing.
- To improve our website, products, and services.
- To personalise your experience and provide tailored recommendations.
- To comply with legal obligations and resolve disputes.
- To send you marketing communications, promotions, or newsletters (with your consent).
- To protect our business, website, and customers from fraud and security threats.

4. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to enhance your browsing experience, analyse usage patterns, and enable certain features. You can manage your cookie preferences through your browser settings.

5. Sharing and Disclosure of Information

We may share your information with the following parties, only to the extent necessary:

- Service providers and partners who assist in delivering our products and services (e.g. delivery companies, payment processors, IT support).
- Professional advisors (e.g. legal, financial, accounting services) as required.
- Law enforcement or regulatory authorities when required by law or to protect our rights and safety.

We do not sell your personal information to third parties for marketing purposes.

6. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law. Once data is no longer needed, it is securely deleted or anonymised.

7. Data Security

We implement a variety of security measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction. These measures include encryption, secure servers, firewalls, and regular security assessments.

8. Your Rights and Choices

Depending on your location and applicable law, you may have the following rights regarding your personal information:

- The right to access and obtain a copy of your personal data.
- The right to correct or update inaccurate or incomplete information.
- The right to request the deletion of your data (subject to legal requirements).
- The right to object to or restrict certain processing activities.
- The right to withdraw consent for marketing communications at any time.
- The right to data portability, where applicable.

To exercise your rights, please contact us using the details provided in the "Contact Us" section below.

9. Children's Privacy

Our services are not directed at children under the age of 16. We do not knowingly collect personal information from children. If you believe we have inadvertently collected such information, please contact us so we can promptly remove it.

10. Links to Third-Party Websites

Our website may contain links to third-party sites. This Privacy Policy does not apply to those sites, and we are not responsible for their content or privacy practices. We encourage you to review the privacy policies of any third-party websites you visit.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal reasons. We will notify you of significant changes by posting an updated version on our website and updating the “Last Updated” date below.

12. Contact Us

If you have any questions, concerns, or requests about this Privacy Policy or your data, please contact us:

- Susan Baker
- Email: sales@diamondkitchens-norfolk.co.uk
- Phone: 01328 621881
- Address: 3 White House, Fakenham Road, Pensthorpe, NR21 0LN

We are committed to resolving your concerns and ensuring your privacy is protected.

Last Updated: 15th July 2025