The Fabric Laboratory.™

YOUR DETAILS. OUR RESPONSIBILITY.

This notice explains how Fabric Laboratory uses business contact information collected at exhibitions, meetings and trade events. Version: 29 September 2026

YOUR CHOICE Providing your information is voluntary. You can make an enquiry without agreeing to ongoing marketing.

01 WHO WE ARE

Fabric Laboratory is a trading style of Jordan Williams Upholstery Limited, the data controller for information covered by this notice. Our address is The Old Button Factory, 5 Windsor St, Bromsgrove, Worcestershire, B60 2BG. For privacy enquiries, rights requests or complaints, email hello@fabriclaboratory.co.uk.

02 WHAT WE COLLECT

When you complete our visitor form or speak with us, we may record your organisation and sector, your name, job title, work contact details, products of interest, purchasing timescale, requests for samples or pricing, and notes relevant to your enquiry. Please do not give us sensitive personal information. If someone supplies a colleague's details, we will provide this notice to that colleague when first contacting them, or within one month if earlier.

03 WHY WE USE IT

We use your information to answer enquiries, discuss products, arrange demonstrations or samples, prepare quotations and manage potential trade relationships. Our lawful basis for enquiry follow-up is our legitimate interests in developing and responding to business relationships, balanced against your rights. If you later become a customer, other lawful bases, including contractual necessity or legal obligations where applicable, may apply. Providing your details is voluntary, but we need suitable contact information to respond.

04 OPTIONAL PRODUCT UPDATES

If you personally tick the separate marketing box on our form, we use your consent to send occasional product, launch and trade updates by email. Marketing is optional and not required for an enquiry. You may withdraw consent at any time by replying to a marketing email or emailing hello@fabriclaboratory.co.uk. Details supplied for colleagues do not count as those colleagues' marketing consent.

05 SHARING, STORAGE AND TRANSFERS

We currently keep exhibition prospect records internally as PDF and Excel files while we consider dedicated contact-management software. Access is limited to authorised personnel. We do not sell prospect details or transfer the exhibition prospect database to other businesses, and no international transfers of these files are planned. Normal business email and IT providers may process information on our behalf as necessary to provide those services. We will review and update this notice before introducing any system that materially changes how the information is handled.

06 HOW LONG WE KEEP IT

We delete inactive prospect records 12 months after our last meaningful contact, unless there is an ongoing relationship, a legal obligation or a separate marketing subscription. Trade and accounting records are held for applicable legal periods. Marketing contact details are kept until consent is withdrawn, subject to periodic review. We may retain minimal suppression information to honour an opt-out.

07 YOUR RIGHTS AND COMPLAINTS

Depending on the circumstances, you may request access to, correction or deletion of your information, restrict its use or object to processing. You have an absolute right to object to direct marketing. Where applicable, you may also have a right to data portability and to withdraw consent at any time. Email hello@fabriclaboratory.co.uk to exercise your rights or raise a data-protection complaint. We acknowledge complaints within 30 days and investigate and respond without undue delay. You may also complain to the UK Information Commissioner's Office (ICO). We do not use exhibition details to make solely automated decisions with legal or similarly significant effects.