



CALA Footfall Counter Privacy Notice

We understand that when you attend at one of our showhomes, and you see signs confirming that we use a footfall counter, you will want to know about what that means in relation to your personal data, what we will do with that personal data and how you can contact us about in the future. With this in mind we have prepared the following Privacy Notice to explain this further.

Whilst our footfall counter does obtain information from your wifi enabled device, that information is immediately “hashed” and rendered anonymous to ensure that we do not collect and store your personal data. The footfall counting system provides us only with statistical information and not personally identifiable information. We provide this privacy notice in order to be open and transparent about our use of these devices and to further explain how they work in relation to your personal data.

Further information on the system and its processes can be viewed here:

<http://www.footfallcam.com/Content/data/documents/Download%20Page/Policy/Privacy%20Statement.pdf>

Who we are/Contact details	We are CALA Group (Holdings) Limited, a company registered in England & Wales, Company Number 08428265, Registered Office - CALA House, 54 The Causeway, Staines-upon-Thames, Surrey TW18 3AX and its subsidiary companies ("CALA"): We provide this Privacy Notice to inform you of our policy and practices and of the choices you can make about the way your information is collected when you visit our website, https://www.cala.co.uk/terms-and-conditions/privacy or contact us by phone or email, or attend in person at a public consultation
Purposes of the processing and legal basis for processing	It is in our legitimate interests to collect your personal data to measure our marketing’s effectiveness. That personal data is however immediately anonymised so that it cannot be used in any other way and to keep your details safe.
Who your data will be shared with	Data which identifies you will not be shared.
Period for which personal data will be stored	Your Data will be anonymised at the point when it is collected.
Right to make a subject access or request data rectification /erasure/restriction/objection/data portability	Please contact cala.group@cala.co.uk
Complaints should be directed to	ICO https://ico.org.uk/concerns/ Helpline- 0303 123 1113