NAIFUR DESIGNS

PRIVACY & DATA PROTECTION POLICY

Effective Date: 25 August 2026 **Last Updated:** 25 August 2026

Naifur Designs is committed to protecting the privacy and personal information of its customers, prospective customers, employees, suppliers, website visitors and other individuals whose personal information we process.

This Privacy & Data Protection Policy explains how Naifur Designs collects, uses, stores, protects and discloses personal information and the rights available to individuals under applicable Kenyan data-protection law, including the Data Protection Act, 2019, together with applicable regulations and guidance.

By interacting with Naifur Designs through our website, showroom, telephone, WhatsApp, email, social-media platforms or other communication channels, you acknowledge that your personal information may be processed as described in this Policy, subject to applicable law.

1. WHO WE ARE

Naifur Designs is a furniture design, manufacturing and retail business providing custom-made and ready-to-order furniture.

For personal information that Naifur Designs determines the purposes and means of processing, Naifur Designs acts as a data controller for purposes of applicable data-protection law.

Our contact details

Naifur Designs
Website: www.naifurdesigns.com
Telephone/WhatsApp: 0791 374 385 / 0795 513 958
Location: Along Bakhita Crescent Road, Githunguri, Nairobi, Kenya

Privacy-related enquiries should be clearly identified as “Privacy / Data Protection Request.”

2. WHAT PERSONAL INFORMATION WE COLLECT

We collect only information that is reasonably necessary for legitimate business, contractual, legal, security or service purposes.

Depending on how you interact with us, this may include:

2.1 Identification and contact information
- Full name
- Telephone number
- WhatsApp number
- Email address
- Delivery address
- Billing information
- Other information voluntarily provided to us

2.2 Order and transaction information
When you place an order with us, we may collect:
- Products ordered
- Furniture specifications
- Customisation requirements
- Fabric and colour selections
- Measurements
- Design preferences
- Quotations
- Invoices
- Deposit information
- Payment and balance information
- Delivery instructions
- Installation requirements
- Warranty information
- Previous transaction information

2.3 Information provided during custom furniture orders
Where you request custom-made furniture, you may voluntarily provide photographs, measurements, drawings, room dimensions, interior photographs or other information necessary to design, manufacture, deliver or install the furniture.

Such information will be used primarily for fulfilling your order and providing the requested service.

2.4 Communications
We may retain relevant information contained in communications between you and Naifur Designs through:
• WhatsApp
• Telephone
• Email
• Facebook
• Instagram
• TikTok
• Website forms
• Other communication channels

This enables us to respond to enquiries, process orders, maintain records and resolve customer-service matters.

2.5 CCTV and security information
Our showroom, workshop, offices or other premises may use CCTV or other security systems for legitimate security and safety purposes.

CCTV may capture customers, employees, visitors, delivery personnel and other individuals entering or moving around monitored areas.
2.6 Website and technical information
When you use our website, we may collect technical information such as:
• IP address
• Browser type
• Device information
• Operating system
• Pages visited
• Website interaction information
• Approximate location information
• Referral information
• Cookies and similar technologies

The information collected will depend on the technologies and services implemented on our website.

3. HOW WE COLLECT PERSONAL INFORMATION

We may collect personal information:
• Directly from you
• When you visit our showroom
• When you place an order
• When you request a quotation
• When you communicate with us
• Through our website
• Through WhatsApp
• Through Facebook, Instagram or TikTok
• Through customer forms
• Through delivery or installation arrangements
• Through payment transactions
• Through CCTV
• From authorised representatives acting on your behalf
• From service providers where reasonably necessary for providing our services
• From publicly available sources where lawful

We will not deliberately collect personal information that is unnecessary for the relevant purpose.

4. WHY WE PROCESS PERSONAL INFORMATION

4.1 Order fulfilment
To:

• Process orders
• Manufacture furniture
• Customise products
• Arrange deliveries
• Arrange installation
• Communicate production updates
• Confirm payments
• Manage balances
• Provide after-sales support

4.2 Customer service
To:
• Respond to enquiries
• Provide quotations
• Handle complaints
• Process warranty requests
• Handle repairs or service requests
• Resolve disputes
• Maintain customer-service records

4.3 Business administration
To:
• Maintain business records
• Prepare invoices and receipts
• Manage accounts
• Conduct accounting and auditing
• Manage suppliers and service providers
• Protect our commercial interests
• Maintain appropriate operational records

4.4 Security and fraud prevention
To:
• Protect our customers, employees and premises
• Prevent theft, fraud and misuse
• Investigate incidents
• Protect company property
• Support lawful investigations where necessary

4.5 Legal and regulatory compliance
To:
• Comply with applicable laws
• Respond to lawful requests from authorities
• Meet tax, accounting and other regulatory obligations
• Establish, exercise or defend legal claims

4.6 Marketing
Where permitted by law and, where required, with appropriate consent, we may use personal information to communicate information about:
• New products
• Furniture designs
• Promotions
• Discounts
• Special offers
• Events
• Company announcements
• Other Naifur Designs products and services

5. OUR LEGAL BASIS FOR PROCESSING

Naifur Designs will process personal information only where there is a lawful basis for doing so.

Depending on the circumstances, this may include:
• The individual's consent
• Performance of a contract
• Taking steps at the individual's request before entering into a contract
• Compliance with a legal obligation
• Protection of legitimate interests, where applicable
• Establishment, exercise or defence of legal claims
• Other lawful grounds recognised under applicable Kenyan law

Where processing is based on consent, the individual may withdraw that consent, subject to applicable legal or contractual limitations.
Withdrawal of consent does not affect processing that occurred lawfully before consent was withdrawn.

6. MARKETING AND PROMOTIONAL COMMUNICATIONS

Naifur Designs may communicate with customers and prospective customers about its products and services where legally permitted.

Where consent is required, we will seek appropriate consent.

Marketing communications may be sent through:
• WhatsApp
• SMS
• Email
• Telephone
• Social-media platforms
• Other lawful communication channels

You may request that we stop sending promotional communications at any time.

A request to stop marketing communications will not prevent Naifur Designs from contacting you about an existing order, payment, delivery, warranty, complaint, safety matter or other transaction-related issue.

7. SOCIAL MEDIA AND DIGITAL ADVERTISING

Naifur Designs uses digital platforms, which may include Facebook, Instagram, TikTok and other online services, for advertising, communication and business development.

Where applicable, third-party platforms may independently process information according to their own privacy policies and terms.
Where our website uses analytics, advertising pixels, cookies or similar technologies, these technologies may collect information about website interactions.
Where consent is legally required for particular technologies or processing activities, Naifur Designs will seek the appropriate consent.

8. CUSTOMER PHOTOGRAPHS, VIDEOS AND TESTIMONIALS

Naifur Designs may receive photographs, videos, reviews and testimonials from customers.

Information provided to us for the purpose of fulfilling an order—such as a photograph of a room or measurements—will generally be used for that purpose.
Providing a photograph or other material to Naifur Designs for purposes of fulfilling an order does not, by itself, constitute unrestricted permission for Naifur Designs to publish that material for advertising purposes where separate consent is legally required.

Where appropriate, we may request permission to use customer photographs, videos, testimonials or other identifiable content for marketing purposes.

Customers may contact us regarding withdrawal of permission for future marketing use, subject to applicable law and circumstances where content has already been lawfully published or incorporated into materials that cannot reasonably be withdrawn.

9. CCTV AND PREMISES SECURITY

Naifur Designs may operate CCTV surveillance at selected premises for:
• Security

• Safety
• Prevention and investigation of theft
• Protection of customers and employees
• Protection of company property
• Incident investigation
• Prevention of unauthorised access
• Other legitimate security purposes

CCTV cameras will not intentionally be placed in areas where individuals have a reasonable expectation of privacy, such as toilets or changing areas.
Access to CCTV footage will be restricted to authorised persons and may be provided to law-enforcement agencies or other authorised parties where required or permitted by law.
CCTV footage will normally be retained only for the period reasonably necessary for the purpose for which it was collected, subject to storage capacity, security requirements, investigations, legal claims and applicable legal obligations.
Where footage is relevant to an incident, investigation, dispute or legal matter, it may be retained for longer than the normal retention period where reasonably necessary.
A separate CCTV notice may be displayed at relevant Naifur Designs premises.

10. WHO WE MAY SHARE PERSONAL INFORMATION WITH

Naifur Designs does not sell customers' personal information.

Where reasonably necessary, we may share relevant personal information with trusted third parties, including:
• Delivery companies
• Logistics providers
• Installation teams
• Payment service providers
• Website and technology providers
• Cloud-service providers
• Professional advisers
• Accountants and auditors
• Legal advisers
• Insurance providers
• Government agencies and regulators
• Law-enforcement authorities
• Other service providers assisting Naifur Designs in providing its services

We will seek to limit information shared to what is reasonably necessary for the relevant purpose.

Where third parties process information on our behalf, we will take appropriate steps to ensure that such processing is subject to appropriate contractual, security and data-protection safeguards where required.

11. INTERNATIONAL DATA PROCESSING

Some technology, communication, advertising, payment or cloud-service providers used by Naifur Designs may process personal information outside Kenya.

Where personal information is transferred or processed outside Kenya, Naifur Designs will take appropriate steps to ensure that such processing complies with applicable Kenyan data-protection requirements.
International processing may occur through platforms such as website, communication, advertising, cloud-storage or software providers.

12. DATA SECURITY

Naifur Designs takes reasonable technical and organisational measures designed to protect personal information against:
• Unauthorised access
• Unauthorised disclosure
• Loss
• Theft
• Destruction
• Unauthorised alteration

• Misuse
• Other unlawful processing

Security measures may include:
• Access controls
• Restricted access to records
• Password protection
• Physical security
• Secure storage practices
• Staff confidentiality obligations
• Appropriate service-provider controls
However, no method of electronic transmission, storage or physical security can guarantee absolute security.

Customers should also take reasonable steps to protect their own accounts, passwords and devices.

13. DATA RETENTION

Naifur Designs will retain personal information only for as long as reasonably necessary for the purposes for which it was collected or where retention is required or permitted by law.

Retention periods may depend on:
• The nature of the information
• The purpose for which it was collected
• The customer relationship
• Warranty obligations
• Accounting and tax requirements
• Legal requirements
• Dispute-resolution requirements
• Fraud-prevention requirements
• Legitimate business needs
Examples include:

Customer order records: retained for the period necessary to administer transactions, accounting, warranty, legal and dispute-related requirements.

Marketing information: retained while there is a lawful basis for marketing or until an applicable opt-out or deletion request is processed.
CCTV footage: retained for the applicable operational/security period unless required for an investigation, dispute, legal claim or other lawful purpose.
When information is no longer required, reasonable steps will be taken to securely delete, anonymise or otherwise dispose of it.

14. YOUR DATA PROTECTION RIGHTS

Subject to applicable Kenyan law, individuals may have the right to:
• Be informed about the processing of their personal information
• Request access to personal information held about them
• Request correction of inaccurate or incomplete information
• Request deletion of personal information in appropriate circumstances
• Object to certain processing
• Request restriction of certain processing
• Withdraw consent where processing is based on consent
• Request portability of personal information where applicable
• Make a complaint regarding the processing of personal information

These rights are subject to applicable legal conditions, exceptions and limitations.

For example, Naifur Designs may be required to retain certain information to comply with legal, accounting, tax, contractual or other obligations even where an individual requests deletion.

15. HOW TO MAKE A DATA-PROTECTION REQUEST

A customer may contact Naifur Designs to:
• Request access to their information
• Request correction
• Request deletion where applicable
• Withdraw consent
• Object to certain processing
• Opt out of marketing
• Raise a privacy concern
• Make another data-protection request

Requests should be made using the contact details provided in this Policy.

We may request reasonable information necessary to verify the identity of the person making the request.

This helps protect customers from unauthorised disclosure of personal information.

Naifur Designs will handle valid requests in accordance with applicable legal requirements.

16. CHILDREN'S PERSONAL INFORMATION

Our services are primarily directed toward adults.

Naifur Designs does not knowingly seek to collect children's personal information where parental or guardian involvement or consent is legally required without taking the appropriate steps.

If a parent or guardian believes that a child has provided personal information to us in circumstances where it should not have been collected, they may contact us.

17. THIRD-PARTY WEBSITES AND PLATFORMS

Our website, social-media pages and communications may contain links to or integrations with third-party websites and platforms.

These may include:
• Facebook
• Instagram
• TikTok
• WhatsApp
• Payment platforms
• Delivery platforms
• Other third-party services

Third parties may process personal information independently under their own privacy policies and terms.

Naifur Designs is not responsible for the independent privacy practices of third-party platforms.

Customers should review the privacy policies of those platforms before providing personal information through them.

18. DATA BREACHES

If Naifur Designs becomes aware of a personal-data breach, we will assess the nature, extent and potential consequences of the breach.

Where applicable, Naifur Designs will take the steps required under Kenyan data-protection law, which may include:
• Containing the breach
• Investigating the incident
• Taking corrective measures
• Notifying the relevant authorities where legally required
• Notifying affected individuals where legally required
• Taking measures to prevent recurrence

19. CONFIDENTIALITY

Naifur Designs expects employees, contractors and authorised service providers who have access to personal information to handle such information confidentially and only for legitimate purposes.

Unauthorised access, use or disclosure of customer information may result in appropriate internal, contractual or legal action.

20. DATA ACCURACY

We seek to maintain accurate and reasonably up-to-date personal information.

Customers are encouraged to inform us when relevant information, such as telephone numbers, email addresses or delivery details, changes.

Naifur Designs may rely on information supplied by customers and may not be responsible for consequences resulting from inaccurate information supplied by the customer.

21. PRIVACY AND CUSTOMER ORDERS

Customers should provide only information reasonably necessary to process and fulfil their orders.

Where a customer provides information about another person—for example, a recipient, family member, employee or delivery contact—the customer should ensure that they are authorised to provide that information where required by law.

22. EMPLOYEES, SUPPLIERS AND OTHER BUSINESS CONTACTS

This Policy may also apply, where relevant, to personal information relating to:

- Employees
- Job applicants
- Suppliers
- Contractors
- Business partners
- Professional advisers
- Delivery personnel
- Other individuals who interact with Naifur Designs

Additional internal policies or notices may apply to employees and other categories of individuals where appropriate.

23. COMPLAINTS

If you have a concern about how Naifur Designs has handled your personal information, we encourage you to contact us first so that we can investigate and attempt to resolve the matter.

Nothing in this Policy prevents an individual from exercising any rights available to them under applicable law, including the right to make a complaint to the Office of the Data Protection Commissioner (ODPC) of Kenya, where applicable.

24. CHANGES TO THIS POLICY

Naifur Designs may update this Privacy & Data Protection Policy from time to time.

Changes may be made where necessary to reflect:

- Changes in our business
- Changes in technology
- Changes in our services
- Changes in data-processing practices
- Changes in applicable law
- Guidance from relevant regulatory authorities

The latest version will be made available through our appropriate communication channels and will state the date on which it was last updated.

25. CONTACT NAIFUR DESIGNS

For privacy and data-protection enquiries:

NAIFUR DESIGNS

Website: www.naifurdesigns.com
Telephone / WhatsApp: 0791 374 385 / 0795 513 958
Location: Along Bakhita Crescent Road, Githunguri, Nairobi, Kenya

When making a privacy request, please indicate:

“PRIVACY / DATA PROTECTION REQUEST”

to help us identify and process your enquiry appropriately.

26. IMPORTANT NOTICE

This Privacy & Data Protection Policy explains how Naifur Designs handles personal information. It does not replace the company's separate:

- Terms and Conditions
- Custom Furniture Terms
- Delivery and Installation Terms
- Warranty Terms
- Returns and Refund Policy
- Employment and Staff Data
- Protection Policies
- CCTV Notice
- Cookie Notice or Policy

Where applicable, these documents should be read together.

NAIFUR DESIGNS
Committed to responsible, transparent and secure handling of personal information.

Effective Date: 25 August 2026
Last Update: 25 August 2026