

# **Image Factory Retail Graphics Ltd.**

## **Data Privacy Notice**

### **Introduction**

Image Factory Retail Graphics Ltd. ("We") are committed to protecting and respecting your privacy.

This notice 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.

**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?**

Image Factory Retail Graphics Ltd. is the data controller and data processor providing design and printing services to businesses on a global scale. As a data controller, we decide how your personal data is processed and for what purposes. Our contact details are: Image Factory, Bumpers Farm, Chippenham, Wiltshire, SN14 6LH. For all data matters contact John Leutton or Julian Wicks, on 01249 456654.

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

We use your personal data for the following purposes:

- to keep in contact and keep undated on your ongoing projects;
- to keep you up to date with what Image Factory are doing and how we can help you, in the form of newsletters (limited to 4 a year max);

### **4. The categories of personal data concerned**

With reference to the categories of personal data described in the definitions section, we process personal data only.

The types of personal data we collect and process on you typically includes your identification and contact details, such as your name, company, job title, email address and telephone number.

We obtained all our personal data from direct marketing contacts with you over the telephone or via email. We do not purchase personal data from third party sources.

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

Our lawful basis for processing your general personal data stems from our legitimate interest in offering you our print and/or design services, where genuine needs for our services have been identified.

Processing your data is necessary because regular contact with you is an effective way to determine whether you have a genuine need for our services and to agree a contact strategy with you that best suites your preferences and timescales, except where such interests are overridden by your interests or fundamental rights or freedoms.

### **6. Sharing your personal data**

Your personal data will be treated as strictly confidential and will not be shared with others.

### **7. Keeping your personal data**

We keep your personal data for no longer than reasonably necessary and we only retain your data for the purposes of implementing a regular marketing contact strategy with you to determine whether you have or may have, sometime in the future, a genuine need for our services. Where it is determined you do not or will not have a genuine need for our services, your data is either deleted or anonymised or is retained solely for the purposes of preventing further marketing contact with you.

### **8. Providing us with your personal data**

You are under no statutory or contractual requirement or obligation to provide us with your personal data. But failure to do so will mean that you will not receive regular marketing contacts from Image Factory Retail Graphics Ltd.

## **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 withdraw your consent to the processing at any time;
- 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.

## **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 Data Representatives, on 01249 758425 or at: [support@pdtmarketing.co.uk](mailto:support@pdtmarketing.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.