

PRIVACY POLICY

1. Introduction

This policy sets out how Print by Design Ltd (t/a Printbridge) uses and protects any information that you give to us. Any information that you provide will only be used in accordance with this policy. We seek to be transparent, responsible and respectful in the way that we use personal information.

We may change this policy, which is available on our website, from time to time. You should check the website from time to time to ensure that you are happy with any changes.

2. What we collect

Like most organisations, we need to handle personal information to do our work. By 'personal information' we mean any information about you that is linked to you or could be used to identify you.

We may collect the following information: a) your name, b) contact details including email address and telephone number(s), c) IP address, d) demographic information, such as postcode and interests, e) your browsing history on our website.

Holding and using personal information is crucial for our work. For example, it helps us to:

1. achieve our aims as a company
2. provide, improve and tailor the service that we offer you personally
3. provide, develop and protect our services more generally.

We handle personal information for a variety of reasons. For example, we may hold or use your personal information if:

1. you engage with us
2. we think that you may be interested in finding out more about us and our work
3. we think that we may be able to offer a service, which may be of interest to you
4. you are employed by us or provide services to us.

We do not normally collect personal information about children under the age of 16. If we become aware that we are holding personal information of children under the age of 16, we will usually remove it, unless we have parental consent to retain it.

We may hold information about how you would like us to contact you, how you would us to address you, and what areas of our work you are interested in.

We use different methods to collect data from you including in person, using paper forms, over the telephone, via email, online, or using other means.

To the extent permitted by applicable law, we may receive additional information about you, such as demographic data or fraud detection information from third party service providers and combine it with information we have about you in order to improve the service and marketing that you receive from us.

3. What We Do With Your Personal Information

We require this information to understand your needs and provide you with a better service. We hold and use most personal information on the basis that it is in our 'legitimate business interest' to do so and in particular for the following reasons:

1. where the information is necessary to adequately perform any contract between us for us to provide our products and services;

2. for customer service and resolution purposes;
3. for internal record keeping;
4. to improve our products and services;
5. to contact you with information about us and our products and services which we think you may find interesting based on what we believe is of interest to you;
6. for market research purposes;
7. to customise our website;
8. for the purposes of fraud detection and prevention and enhancing safety.

We do not sell, rent, distribute or lease your personal information to third parties unless we have your permission, are required by law to do so or it is required for the provision of our products and services.

4. Who We Share Information With

In certain, narrow and well-defined circumstances we may share your personal information.

4.1. With organisations that help us to operate

We use various third-party providers to help us conduct our work and provide the products and service that we do. To facilitate this, we may share personal information with them. For example, we use various mailing houses to send correspondence.

We may also use third-party providers, such as Google Analytics, to collect information, such as how people arrive and use our website, or how they engage with our email content. We use this information to understand how people use our products and services and to make improvements. In some cases, you can prevent this information being collected, although doing so may affect the service you receive.

4.2. Testimonials

Occasionally, we may use comments that you have made about us or our services, to promote the work that we do and encourage others to use our services. If we do this, we will seek to get your explicit permission (unless you have already made the comment publicly). If we do not have your explicit permission, we may use the comment in such a way that you cannot be identified. If you do not want us to use your comment (even anonymously), please let us know.

4.3. For legal, regulatory or safety reasons

In some circumstances, we may share your personal information if we are required to do so by law or to comply with regulation. In rare circumstances, we may need to disclose your personal data to defend against legal or regulatory action, or to prevent you or others from harm.

5. Social Sharing

If you wish to share a product or other details about us on a third-party website (such as Facebook, Twitter etc.) you may be sent cookies from those websites. We do not control the setting of these cookies, so you should check the third-party websites for more information about their cookies and how to manage them.

6. Security

We take the security of your personal information very seriously. We take appropriate steps to protect it against loss, misuse and unauthorised alteration, including the use of encryption technologies where we deem it necessary. We and our suppliers use a variety of processes and technologies to achieve this, including the use of encryption where we consider it necessary.

We regularly review our security arrangements. When we make changes to our systems or processes, we consider the security implications.

Where we share personal information with other organisations (for example, where we use third-party organisations to help us provide products or services), we require them to take appropriate steps to protect against unauthorised access or disclosure.

Whilst we take information security very seriously, it is important to understand that the security of any internet connection or connected storage can never be completely guaranteed.

7. Data Retention and Erasure

How long we keep your personal information depends on what the information is, and what we use it for.

We will keep your personal information whilst we still have an active relationship with you. If the relationship becomes inactive, we may keep your personal information for a limited period, but generally not more than 6 years, in case you re-establish the relationship with us.

You have various rights, including the right to ask us to delete your personal information, or to stop contacting you in certain ways, although there are some circumstances in which these rights do not apply, such as fraud detection and protection, enhancing safety, tax, legal reporting and auditing obligations.

Some copies of your information may remain in our database, but disassociated from personal identifiers.

Contact us if you want us to delete your personal information:

Email: sales@printbridge.co.uk

Telephone: 0345 226 7306

Post: 16 Castle St, Bodmin, Cornwall PL31 2DU

8. Your Rights

Under data protection legislation, you have various rights, including the right to see what personal information we hold about you.

From 25 May 2018, you have a number of rights including:

The right to be informed: You have the right to be informed about how we use your personal information.

The right to access: You have the right to see what personal information we hold about you and know how it is used.

The right to rectification: You have the right to correct inaccurate or incomplete information that we hold.

The right to object: You have the right to ask us not to use your personal information in certain ways. For example, you can ask us to stop sending you our postal mailings.

The right to erasure: You have the right to ask us to delete your personal information if we have it. This is sometimes known as the 'right to be forgotten'.

You also have other rights, including the rights relating to data portability, the restriction of data processing, and automatic decision making and profiling.

There are some circumstances in which these rights do not apply.

If you wish to exercise any of these rights, please contact us. We aim to comply with your request within one month of receiving it. We may need some information from you to ensure that we can identify you. You also have the right to complain.

8. Feedback

We value our relationships and want to communicate effectively, and in ways that suit you. So, we are grateful when you help us to do that.

If, for example, your address changes, or you would prefer to receive information by email rather than post, please let us know and we will update our records as soon as we can.

You can always contact us directly and ask us to make changes:

Email: sales@printbridge.co.uk

Telephone: 0345 226 7306

Post: 16 Castle St, Bodmin, Cornwall PL31 2DU.

9. Communication

The main ways we communicate with people are by email, post, telephone, in person or via our website and social media presence.

If we have your postal address, we may send you information about our work by post. At any point, you can ask us to stop sending these mailings.

If you have asked us to do so, we will send you email communications about our work. At any point, you can ask us to stop sending these by emailing us at sales@printbridge.co.uk or by clicking on the unsubscribe link at the bottom of the message, if one is available. If you visit our website or engage with us on social media, we may collect or use personal information to help us engage with you or to improve our service.

We value our relationships and we hope that you will be happy with the way that we relate to you. If you have a question, or you're unhappy about how we may have used your personal information, please get in touch and we will investigate:

Online: www.printbridge.co.uk

Email: sales@printbridge.co.uk

Telephone: 0345 226 7306

Post: 16 Castle Street, Bodmin, Cornwall PL31 2DU.

You also have the right to make a complaint to the Information Commissioner's Office. Please read: <https://ico.org.uk/for-the-public/raising-concerns> for details of how to do this. You can complain to the ICO without contacting us first. We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

We will use your personal information in different ways if you choose to visit our website, depending on how you choose to engage with us.

Some specific functionality does require you to provide certain information (e.g. we can't respond to a question if you don't provide us with a way of contacting you). It is usually possible, however, to achieve the same outcome through other channels. For example, if you want to ask us a question you can telephone us during office hours.

Like many other websites, we collect what is often termed 'usage data'. 'Usage data' refers to information about how the website is accessed and used. It may include information such as your

internet browser type (e.g. Google Chrome), browser version, your Internet Protocol (IP) address, the date and time of your visit, which pages you visited and how you arrived at the website.

We (or the third-party organisations that we use) process this information to:

Operate the website and improve your immediate experience of it (for example, on some parts of the website we might use larger text if you are using a small screen such as a mobile phone).

Analyse how people arrive at our website and what action they take, so that we can make the website easier to use and improve their experience.

Protect our website and the information contained

Certain information (such as your IP address) is needed by the webserver to provide the web pages that you have requested. Information such as the browser and the type of device that you are using helps us to provide web content to you in the best format.

The providers hosting our websites store this and other information (e.g. the date and time of the request) in server log files. This information is used to maintain and improve the security and performance of the web server. They keep it for a limited period, in accordance with their data retention policy and may share it with us.

We may also use cookies, beacons, tags, scripts, custom URLs and other tracking technologies. We do this to help us tailor and improve our services.

If you have given us your consent, we may send you emails about us and our work. You may remove your consent at any point. You can do this by clicking the 'unsubscribe' link at the bottom of the messages that we send, or you can contact us.

We currently use Mailchimp to send bulk emails but reserve the right to use alternative suppliers as we deem necessary. To do this, we share personal information with Mailchimp, including your email address. You can read Mailchimp's privacy policy [here](#).

We may use your personal information to determine which email messages to send you.

We may also use your personal information to tailor or personalise the messages that we send to you, for example, we may address you by name.

We may also record information about how you engage with our emails. For example, via Mailchimp, we may gather information when our emails are opened, or links within them are clicked.

This information helps us to understand how people interact with our emails and enables us to improve our service to you and other people. For example, we might decide to restructure our newsletter email to make it easier to read. The information also helps us to better understand our relationship with you, so that we can serve you better.

To gather this information, Mailchimp may use a tiny image link in the email message and use URL redirections. These are industry standard methods, and you can read more about them in Mailchimp's privacy policy.

If you click on a link in one of our emails that takes you to a website that is not operated by us, then your use of that site (and any information that is collected from you or about you) is governed by that website's privacy policy and is not our responsibility.

We use cookies and other tracking technologies to help us to operate our website, and to understand how people arrive at and use the website. We do this to help us maintain and improve our website and the products and services that we offer.