



## Customer Privacy Policy – 24<sup>th</sup> May 2018

This privacy policy tells you about the information we collect from you to in order to process quotations and orders. In collecting this information, we are acting as a data controller and, by law, we are required to provide you with information about us, about why and how we use your data, and about the rights you have over your data.

### Our Commitment

We are committed to safeguarding the privacy of our customers.

### Who are we?

We are Print & Digital Media Limited, whose registered office is at Units 3-5 Westwick Park, Chesterfield, S41 9QJ Company Registration number:7996099. You can contact us by post at the above address, by email at [hello@printdigitalmedia.co.uk](mailto:hello@printdigitalmedia.co.uk) or by telephone on +44 (0)1246 454525

We are not required to have a data protection officer, so any enquiries about our use of your personal data should be addressed to the contact details above.

In order to meet the principles of GDPR (2018), we commit to the following:

- Data is processed lawfully, fairly and transparently
- Data is processed for specific, explicit and legitimate purposes
- Processing is adequate, relevant and limited to the purposes set out
- Data is accurate and current
- Data is kept for no longer than necessary
- Data is held securely

## **How we use your information**

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## **When you request a quotation**

When you request a quotation in the form of email or telephone or formal correspondence, we receive or ask you for your name, contact telephone number and email address.

We use this information to respond to your request for a quotation, including providing you with any requested information about our products and services as part of our presales activity. We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered it to your satisfaction.

In addition to the above, should you agree, we may update with you with products and services that we offer from time to time. The basis under which we do this is legitimate interest. You have the right to request to withdraw consent for these updates.

Your quotation is stored and processed in the first instance via our cloud mail server and/or subsequently via our file server or CRM System which is firewall protected.

We do not use the information you provide to make any automated decisions that might affect you.

We keep enquiry emails for two years, after which they are securely archived and kept for seven years, when we delete them. Quotation records are kept for seven years after the last contact with you.

We will not share your information for marketing purposes.

## **When you set up an account**

When you set up an account, we ask you for your Company name, address, telephone number, fax number, contact name, email address, address for accounts, bank name, trade references, acceptance of terms and authorised signatory.

We require this information to manage your account in order to deliver our products or services, process payment and fulfil our contract with you.

In addition to the above, should you agree, we may update with you with products and services that we offer from time to time. The basis under which we do this is legitimate interest. You have the right to request to withdraw consent for these updates.

Your information is stored and processed on our fileserver which is firewall protected.

Your personal data is stored for seven years after your last order, in line with HMRC requirements, after which it is deleted.

We may share your information from time to time with delivery partners to fulfil our obligations under the contract however we will ensure that each partner is contractually committed to providing appropriate safeguards for your personal data which means it will be protected in line with the legal requirements of the GDPR regulation.

We do not use the information you provide to make any automated decisions that might affect you.

We will not share your information for marketing purposes.

### **Your rights as a data subject**

By law, you can ask us what information we hold about you, and you can ask us to correct it if it is inaccurate.

If we are processing your personal data for reasons to fulfil a contract, you can ask us to give you a copy of the information in a machine-readable format so that you can transfer it to another provider.

If we are processing your personal data for reasons of legitimate interest, you can request that your data be erased.

You have the right to ask us to stop using your information for a period of time if you believe we are not doing so lawfully.

Finally, in some circumstances you can ask us not to reach decisions affecting you using automated processing or profiling.

To submit a request regarding your personal data by email, post or telephone, please use the contact information provided above in the [Who Are We](#) section of this policy.

## Your right to complain

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint. However, you can also contact the Information Commissioner's Office via their website at [www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) or write to them at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

## Updates to this privacy policy

We regularly review and, if appropriate, update this privacy policy from time to time, as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.