

**Signwrite Studios Ltd** is committed to protecting your privacy and security. It is important to read and understand this privacy policy as it explains;

- What information we collect and why
- How we use and protect your information and how long we retain it for
- What your rights are and how you can manage the information we hold
- We may update this policy to reflect changes in how we use your information. Where appropriate, we will provide you with notice of any significant changes to how we use your information.

This version of our Privacy Policy is valid from 24th May 2018.

### **What information do we collect and why?**

The personal information we collect about you will depend on how and why you are engaging with us. It could include (but is not limited to):

- Your name
- Address
- Telephone & Mobile numbers
- E-mail address
- Other information you provide by filling out forms on our website

If you contact us, we may keep a record of that correspondence including email details.

If you visit our website your online activity may also be collected. This could include;

- Where you are geographically
- How you were referred to us (e.g. search engines or email marketing)
- Your browser and device type
- Web pages you viewed
- Duration of your visit
- Any search terms used

We use Google Analytics to collect information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected via a JavaScript tag in the pages of our site and is not tied to personally identifiable information, we therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

If a credit account is applied for with us, additional information may be required to fulfil our agreement.

We will only collect your personal information where we have a legal basis to do so and will always respect your rights.

### **Examples of why we collect data include;**

- When you have consented to us doing so for a specified purpose (for example to contact you regarding an enquiry)
- In order to fulfil contractual & business obligations
- If we have a legitimate interest to do so (for example accounting purposes)

Where we rely on a legitimate interest to use your information, we promise never to do it in an intrusive way or to cause distress, and to always respect your rights.

Currently we do not send out in any way marketing communications. If we do decide to in the future, we will always give you the option to opt-out of receiving marketing communications from us. We will never send you unsolicited 'junk' email or communications, or share your data with anyone else who might.

### **How do we use your information?**

We use your information to make your dealings with us 'Signwrite Studios Ltd' simple, yet productive as possible. Examples of how we use your data include;

- To respond to or fulfil any requests, queries or complaints we receive from you.
- In order to fulfil our contractual obligations.
- For internal purposes such as account management, analytics and ways that will improve efficiencies.

We never give or sell information to other organisations. However, there are some circumstances where we would share your data with third parties. For instance, if we are legally required to do so, e.g. a court order, to prevent fraud, with law enforcement agencies to prevent crime or as part of a debt recovery process.

### **How long do we keep your information?**

The periods for which we keep your information depend on the purpose for which your information was collected. For example, we will hold your data for 2 years after the end of your business with us, or 7 years after your employment ends.

We will not keep your personal information for longer than necessary for the organisation's purposes or for legal requirements.

## How do we protect your Information?

We maintain the highest standards of data privacy and security to protect your personal details and other information about you because we want you to feel completely confident about engaging with us. We regularly review our processes and procedures to protect your information from unauthorised access and use, accidental loss and/or destruction.

How can you manage the information we hold about you?

On request, we will provide you with the personal data we hold about you

- That your information is amended
- For your information to be transferred elsewhere
- That your information is deleted ('the right to be forgotten')

If you'd like to request a copy of this information, we are legally required to deliver this information within ONE month. We will not charge you for processing your request.

You can make all data requests by contacting us via email at [accounts@signwritestudios.com](mailto:accounts@signwritestudios.com) or by calling us on 01252 861123. Alternatively, you can make your request in writing. Please send to; Signwrite Studios Limited, Unit 11 Lakeside Business Park, Swan Lane, Sandhurst, Berkshire GU47 9DN

If you have given us your consent to process your information, you can withdraw it whenever you wish and you will be offered the right to withdraw your consent (opt out) to every type of communication we send you.

If you have any feedback or would like to make a complaint about how we handle your personal information, please contact us so we can investigate and address your concerns. You also have the right to complain about how we collect and use your personal information to the UK data protection regulator, The Information Commissioner's Office (ICO)

## How to Contact Us

If you have any questions about this privacy policy and how we use your personal information, please get in touch by emailing us at [accounts@signwritestudios.com](mailto:accounts@signwritestudios.com) or by calling us on 01252 861123.