

Privacy Policy

1. The purpose of the Policy

- 1.1. We are committed to protecting your personal data in accordance with the Data Protection Act 2018 (DPA (2018)) and the General Data Protection Regulations (GDPR).
- 1.2. We may process personal data for various purposes and the means of collection, lawful basis of processing, use, disclosure and retention periods for each purpose may differ.
- 1.3. **Who we are;**
 - 1.3.1. Our website address is: <https://inkoriginal.co.uk>.
- 1.4. This policy applies to Website Visitors (anyone visiting our websites) and Service Users (any recipient of our services, be it directly or indirectly provided by us or through a third party associate, such as suppliers, consultancy services, users of our marketing services, users who purchase goods and services from us).
- 1.5. By visiting our websites, using our services, or contacting us, you consent to the practices defined in this policy unless you inform us if not and we agree a to a modification in writing of the Policy.
- 1.6. This policy describes the foundation on
 - 1.6.1. how we may collect personal data from you; or
 - 1.6.2. that you may provide to us;
 - 1.6.3. and how it will be processed by us.

2. What personal data we collect and why we collect it

- 2.1. Our policy is to collect only the personal data needed and to only share personal data where it is strictly necessary for agreed purposes. We may collect personal data from our clients or from third parties acting on the instructions of the relevant client.
- 2.2. We may collect and process the following information about you:
 - 2.2.1. The information you give us may include your name, address, email address and phone numbers, employer, financial information and work related information relevant to the services you are using.
 - 2.2.2. The information you give us may come about through you contacting us, corresponding with us in writing or verbally, the completion of forms on our websites or by mail, phone, email etc. This may also extend to include information you provide through social media platforms, entering a competition, promotion or survey. Also, when visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.
 - 2.2.3. An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.
 - 2.2.4. Information we collect about you as a Website Visitor and or Service User, may be in the form of technical information, products you viewed or searched for, length of visits to certain pages, page interaction information and any phone number used to call us. In addition, when visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

- 2.2.5. We may also receive information about Website Visitors and Service Users from third parties (for example, analytics providers, and search information providers) and may receive information about you from them. The information we receive from these third parties will be information that they have collected from you.
- 2.2.6. We may combine this information with information you give to us and information we collect about you. We may use this information and the combined information for the purposes set out below in Point 3 (depending on the types of information we receive).
- 2.2.7. **Media**
 - 2.2.7.1. If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.
- 2.2.8. For Service Users only, we may receive information about you from third parties such as your employer. When that data is collected from you, you should be informed by those third parties at that stage that it may be shared internally by us and combined with data collected from multiple sources
- 2.2.9. **Cookies**
 - 2.2.9.1. We currently do not use cookies in any of our websites.
- 2.2.10. **Embedded content from other websites**
 - 2.2.10.1. Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.
 - 2.2.10.2. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

3. **How we may use your data**

- 3.1. Your business contact details and other information you give to us are used to provide you with information about our services and other information which we think will be of interest to you, unless you tell us not to. We will use this information to provide you with the service you have requested or optimise the user experience when interacting with our websites.
- 3.2. From time to time we may use your information for Email marketing services, relevant to your business, providing you with the offers, promotions and updates whilst automatically providing you with the option to unsubscribe.
- 3.3. How we may use this information we have collected about you may include (but are not limited to);
 - 3.3.1. Improve the administration of our services to you, and for internal operations, including troubleshooting, data analysis, testing, research purposes.
 - 3.3.2. Improve our websites to ensure that content is presented in the most effective manner for you.
 - 3.3.3. To keep our services, websites and premises secure.
 - 3.3.4. To measure or understand the effectiveness of our service.

4. **Disclosure of your information**

- 4.1. You agree that we can share your personal information with our suppliers and sub-contractors for the performance of any contract we enter into with them to allow us to provide services to you, and only where they are under a duty to deal with your personal data in accordance with the DPA (2018) and the GDPR.

- 4.1.1. We will disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply of services and other agreements; or to protect the rights, property, or safety of Ink Original, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- 4.1.2. And /or in the event that we sell or buy any business, in which case we may disclose your personal data to the prospective seller or buyer of such business.

5. **Data storage**

- 5.1. The personal data that we collect from you will be stored in the UK. By providing us with your personal data, you agree to this storing and/or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
- 5.2. If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.
- 5.3. For users that register on our website (if any), we also store the personal information they provide.

6. **Data Security / Retention**

- 6.1. Under the DPA (2018) and GDPR, individuals have certain rights over their personal data and data controllers are responsible for fulfilling these rights.
- 6.2. Data Security
 - 6.2.1. Personal data processed is kept by us for as long as is considered necessary for the purpose for which it was collected. We take the security of the data we hold seriously. The data you provide to us is stored on our systems. The transmission of data via the internet is not completely secure. We do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our websites; any transmission is at your own risk. Once we have received your information, we have strict procedures and security processes to try to prevent unauthorised access.

7. **Rights you have over your data**

- 7.1. You have a right to access your personal data held by us and you can exercise this right by contacting us below. Our aim is to respond to a request promptly and within the legally required limit of 40 days.
- 7.2. Contacting us:
 - 7.2.1. You may contact us with regard to any questions about this privacy statement by visiting us at our website: <https://inkoriginal.co.uk> or by post at Ink Original Ltd, The Old Mill House, Dockfield Road, Shipley, West Yorks. BD17 7AD.
- 7.3. Update Data:
 - 7.3.1. You may wish to update personal data submitted to us. Please contact us above. Once we are informed that any personal data held by us is no longer accurate we will make changes based on your updated information.
 - 7.3.2. Withdrawal:
 - 7.3.2.1. Where we hold data based on consent, written or verbally, you have the right to withdraw consent at any time. To withdraw consent to our processing of your personal data please contact us above.

8. Other Rights:

8.1. This statement is intended to provide information about what personal data we collect about you and how it is used. As well as rights of access and amendment referred to above individuals may have other rights in relation to personal data we hold, such as a right to **erasure / deletion**, to **restrict or object** to our processing of personal data and the right to **data portability**.

8.2. Complaints:

8.2.1. If you want to complain about our use of your personal data, please contact us above with the details of your complaint.

9. Children & Education

9.1. We do not intentionally store any personal data of Children under the age of 16 and we will remove any data immediately if we become aware.

10. Disclaimer

10.1. This information is correct at the time of writing (April 2019), errors and omission accepted. We will regularly review and update this policy