

GDPR Policy



Updated 31st July 2018

Character Graphics Ltd understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our customers and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information about us:

Character Graphics Ltd registered in England under company number 02245274.

Registered address: Unit 4, Small's Yard, Deller's Wharf, Taunton, Somerset, TA1 1NU

VAT Number 379 3905 06

Data Protection Officer: Paul Matherick

Email address: paul@charactergraphics.co.uk

Telephone number: 01823 279008

Postal Address: Unit 4, Small's Yard, Deller's Wharf, Taunton, Somerset, TA1 1NU

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.

The right to access the personal data we hold about you. Part 10 will tell you how to do this.

The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.

The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have. Please contact us using the details in Part 11 to find out more.

The right to restrict (i.e. prevent) the processing of your personal data.

The right to object to our using your personal data for a particular purpose or purposes.

The right to data portability. This means that you can ask us for a copy of your personal data held by us to re-use with another service or business in many cases.

Rights relating to automated decision-making and profiling. We do not use your personal data in this way

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. What Personal Data Do We Collect?

We may collect some, or all, of the following personal data (this may vary according to your relationship with us)

Name (incl. salutation)

Address

Email addresses

Telephone numbers (incl. mobile nos.)

Facsimile no.

Business name, Company number & VAT number if applicable

Job title

Profession

Payment information incl. bank details

Your personal data, other than which you have submitted to us, may be obtained from the following third party

Credit Insurance Providers & Credit Reference Agencies

6. How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for, or may be used for one or more of the following purposes:

Providing and managing your account.

Supplying our products and our services to you. Your personal details may be required in order for us to enter into a contract with you

Personalising and tailoring our products and services for you.

Communicating with you. This may include responding to emails, telephone calls, post & other means of communication from you.

Supplying you with information by email, post or by any other means of communication that you have opted-in to (you may unsubscribe or opt-out at any time by or informing us in writing)

With your permission and/or where permitted by law, we may also use your personal data for our marketing purposes which may include contacting you by email, telephone, text message or post with information, news, and offers on our products or services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept as follows:

In accordance with current approved financial regulations, for example, HMRC requirements

Until such a time as the data is no longer relevant to the safe and effective trading of the Company. However, any irrelevant data will not be retained & will be deleted in accordance with GDPR guidelines

8. How and Where Do You Store or Transfer My Personal Data?

Data is stored electronically & in hard copy format in accordance with GDPR guidelines. We currently store most of your personal data in the UK. This means that it will be fully protected under the GDPR.

We store or transfer some or all of your personal data in countries that are not part of the European Economic Area (the "EEA" consists of all EU member states, plus Norway, Iceland, and Liechtenstein). These are known as "third countries" and may not have data protection laws that are as strong as those in the UK and/or the EEA. This means that we will take additional steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the GDPR including:

We have on file Privacy policies of third party accounting software only and ensure their current trusted security certificates are current and updated on a regular basis.

Bank details & Card details are not stored in our accounts software.

9. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, with the following exceptions in some limited circumstances:

We may share your data with our Bank(s) & Credit Insurers in the course of providing & managing credit facilities.

We may be legally required to share certain personal customer data if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "Subject Access Request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11 (to make this as easy as possible for you, a Subject Access Request Form is available for you to use). You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will endeavour to respond to your subject access request in 21 days and, in any case, within not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request.

11. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Paul Matherick)

Email address: paul@charactergraphics.co.uk

Telephone number: 01823 279008

Postal Address: Unit 4, Small's Yard, Deller's Wharf, Taunton, Somerset, TA1 1NU

12. Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be published on our website or will be available on request.