

# Privacy Policy

Datamail Midlands Ltd (Datamail)

## Introduction

Datamail are committed to protecting our customers and prospects privacy and takes its responsibility regarding the security of that information very seriously. We will be clear and transparent about the information we are collecting and what we will do with that information.

This Policy sets out the following:

Data Controller information;

What personal data we collect & where we obtain the data from;

What do we use your personal data for and why.

Security of your personal data;

Sharing your personal data;

Data Protection Officer

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## Data Controller Information;

Datamail is the "data controller" of all personal information that is collected and used within Datamail for the purposes of the General Data Protection Act.

Datamail Midlands Ltd is a company registered in England and Wales under registration number 10234844. The registered office address is at 9a Leicester Road, Blaby, Leicester LE8 4GR. Datamail Midlands Ltd is also recorded as a data controller with The Information Commissioner's Office under the Data Protection Public Register.

## What personal data we collect & where we obtain the data from;

Personal data means any information relating to you which allows us to identify you, such as your name & contact details, sometimes payment details and sometimes information about your access to our website.

We may collect this data from you when you make an enquiry with us, purchase a machine, supplies or a service contract from us, via the post, telephone, email or websites.

Specifically, we may collect the following categories of information most of which may be business data but could be personal data.

- a. Name, address, e-mail address, telephone number, payment details, bank account information (including account name, account no, sort code), credit/debit card or other payment details;
- b. Information about your use of our websites.
- c. The communications you exchange with us or direct to us via letters, emails, calls, and social media.
- d. Subject information that you have enquired upon and the dates enquired.

## What do we use your personal data for and why;

Your data may be used for the following purposes:

- a. Providing information on products and services you requested: we use the information you give us to perform the services you have asked for in relation to your enquiries;
- b. Contacting you for the purpose of delivering supplies.
- c. We use your payment information only for making payments, details are not recorded and are destroyed / shredded after use.
- d. Bank details: we use your bank details (sort code & account no) to invoices and payments. This data is kept on a secure / encrypted databases until the contract is no longer required. After the contract is terminated the data is securely deleted.
- e. Marketing: from time to time we may contact you with information regarding promotions and activity via post and/or e-communications, under the basis of legitimate interest.

We will only process your personal data where we have a legal basis to do so. The legal basis will depend on the reasons we have collected it and need to use your personal data for.

In most cases we will need to process your personal data so we can enter into our contract of supply with you.

## Security of your personal data;

We follow strict security procedures in the storage and disclosure of your personal data, and to protect it against accidental loss, destruction or damage.

All debit/credit card payment details are transmitted over SSL across dedicated network infrastructure (Multiprotocol Label Switching-MPLS) and stored in compliance with Payment Card Industry Data Security Standards (PCI DSS).

## Sharing your personal data;

Your personal will not be shared with and other organization other than what is required for the necessary running of the business.

We may disclose your personal information to any of our employees, officers, insurers, professional advisers, and agents insofar as reasonably necessary for the purposes set out in this policy.

We may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

Except as provided in this policy, we will not provide your personal information to third parties or any other companies for their marketing purposes.

## Cookies & Site Tracking;

Our websites uses cookies to enable us to improve our service to you and to provide certain features that you may find useful.

Cookies are small text files that are transferred to your computer's hard drive through your web browser to enable us to recognise your browser and help us to track visitors to our site; thus enabling us to understand better the products and services that will be most suitable to you.

A cookie contains your contact information and information to allow us to identify your computer when you travel around our site for the purpose of helping you accomplish your requirements. Most Web browsers automatically accept cookies, but, if you wish, you can change these browser settings by accepting, rejecting and deleting cookies. The "help" portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. If you choose to change these settings, you may find that certain functions and features will not work as intended. The cookies we use do not detect any information stored on your computers.

For more information about cookies and how to stop cookies being installed visit the following website:

<http://www.allaboutcookies.org>.

We use tracking software to monitor customer traffic patterns and site usage to help us develop the design and layout of the websites. This software does not enable us to capture any personal information.

## Data Protection Officer;

We have appointed a Data Protection Officer ("DPO") to oversee compliance with this policy. You have the right to make a complaint at any time to a supervisory authority. The Information Commissioners Office is the supervisory authority for companies in the UK.

## Your Data Protection Rights;

Under certain circumstances, by law you have the right to:

- Request information about whether we hold personal information about you, and, if so, what that information is and why we are holding/using it.
- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- Object to processing of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- Object to automated decision-making including profiling, that is not to be subject of any automated decision-making by us using your personal information or profiling of you.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason

for processing it.

- Request transfer of your personal information in an electronic and structured form to you or to another party (commonly known as a right to “data portability”). This enables you to take your data from us in an electronically useable format and to be able to transfer your data to another party in an electronically useable format.
- Withdraw consent. In the limited circumstances where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose, you have the right to withdraw your consent for that specific processing at any time. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another legitimate basis for doing so in law.

If you want to exercise any of these rights, then please write to us: GDPR Officer, Datamail Ltd, 42 Boston Road, Leicester LE4 1AA

You will not have to pay a fee to access your personal information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request for access is clearly unfounded or excessive. We may need to request specific information from you to help us confirm your identity and ensure your right to access the information (or to exercise any of your other rights). This is another appropriate security measure to ensure that personal information is not disclosed to any person who has no right to receive it.

## Retaining personal information

Our data retention policies and procedure, are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal information.

a) Personal information that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

b) Notwithstanding the other provisions of this Section 7, we will retain documents (including electronic documents) containing personal data:

- (a) to the extent that we are required to do so by law;
- (b) if we believe that the documents may be relevant to any ongoing or prospective legal proceedings; and
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk).

## Changes to Privacy Policy;

Our Privacy Policy may change from time to time and any changes to the statement will be communicated to you by way of an e-mail or a notice on our website.