

Privacy Notice



BACKGROUND:

Acorn Web Offset 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 of 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.

Information about Us

Acorn Web Offset is a limited company, registered in England under company number 2138711.

Registered address: Loscoe Close, Normanton Industrial Estate, Normanton, Wakefield, West Yorkshire, WF6 1TW

VAT number: 168800196

Data Protection Officer: Mark Roberts

Email address: mark.roberts@acornweb.co.uk

Telephone number: 01924 220633

Address: Loscoe Close, Normanton Industrial Estate, Normanton, Wakefield, West Yorkshire, WF6 1TW

2. What Does This Notice Cover?

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

3. What is Personal Data?

Personal data is outlined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 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 Your Rights?

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

- a) 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.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) 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.
- d) The right to be forgotten, i.e. the right for your personal data to be deleted should we have no legitimate reason to continue holding it.
- e) The right to object and restrict us using your personal data for a particular purpose or purposes.
- f) 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.
- g) 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.

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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
- Address
- Email address
- Telephone number
- Business name
- Job title
- Payment information
- Information about your preferences
- Date of birth

6. How Do We Use Your 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 may be used for one of the following purposes:

- Providing and managing your account.
- Supplying our products or services to you.
- Your personal details are 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 or calls from you.
- Supplying you with information by email or post (you may unsubscribe or opt-out at any time by clicking the relevant link within an email or by sending us an opt-out request using the contact details in Part 11).

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, Social Media, telephone 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 Page 3 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 We Keep Your 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 for the following periods:

- Data required for us to fulfil our contractual and legal obligations will be held continually whilst we are trading with you / your company.
- Any information we hold for contacts with which we are not currently trading will be monitored annually (provided that we have not received an opt-out request) and either deleted as appropriate or kept on file provided there is a legitimate interest.

8. How and Where Do We Store or Transfer Your Personal Data?

We will only store your personal data in the UK. This means that it will be fully protected under the GDPR.

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- Limiting access to data for required processing with restricted access privileges to relevant personnel only.
- User access is managed via usernames and passwords. Passwords are required to be changed at regular intervals.
- Ensuring the integrity and security of our systems prevents external access to any data we hold on our internal servers via managed security protocols.
- Access to our site is restricted to authorised persons only via security locks and coded keypads. Any copies of paperwork (delivery notes, works instruction sheets and invoices) will be filed in accordance with audit requirements in designated areas that are securely locked.

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9. Do We Share Your Personal Data?

We may sometimes contract with the following third parties to supply services to you on our behalf. In some cases, those third parties may require access to some or all of your personal data that we hold.

- For the purpose of delivering printed material it will be necessary to share contact details including names, addresses and where applicable, telephone numbers, with a third party contracted by us. We will only share details required to carry out the required delivery and we will only use companies on our approved supplier list that are also GDPR compliant.

If any of your personal data is required by a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, 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 You Access Your 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.

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 or your request may be refused with reasons given.

We will respond to your subject access request within a reasonable amount of time and, in any case, 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. You will be kept fully informed of our progress.

11. How can You Contact Us?

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 Mark Roberts):

Email address: mark.roberts@acornweb.co.uk

Telephone number: 01924 220633

Address: Loscoe Close, Normanton Industrial Estate, Normanton, Wakefield, West Yorkshire, WF6 1TW

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 made available on our company website (www.acornweb.co.uk) or will be supplied upon request.