

## **Aquarelle Publishing Ltd Privacy Policy January 2020**

Aquarelle Publishing Ltd are committed to protecting and respecting your privacy.

This policy (together with our Terms of Use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. For the purpose of the Data Protection Act 1998 and any Act that replaces it (the Act) and the General Data Protection Regulation (GDPR), the data controller is Paul Taylor who can be contacted at Aquarelle Publishing Ltd, Unit 5d Southfield Road, Kineton Road Industrial Estate, Southam, Warwickshire, CV47 0FB.

In this Privacy Policy, references to we, us and our, are to Aquarelle Publishing Ltd. References to the website (Site) are to [www.aquarellepublishing.co.uk](http://www.aquarellepublishing.co.uk).

### **Information we may collect from you**

We collect and process the following data about you:

- Information that you provide by filling in forms on our website, or by corresponding with us via email or otherwise. This includes information provided at the time of making an enquiry on our Site, sending an email, carrying out any social media functions through our accounts or requesting further services. (Please note that this list is not exhaustive).  
If you contact us, we may keep a record of that correspondence.
- Details of transactions you carry out by placing an order and of the fulfilment of your orders.
- The information referred to above may include your:
  - name
  - business address
  - home address
  - email addresses
  - telephone numbers
  - financial and credit card information.
- If you have 'opted in' to our email marketing, information gathered from Mailchimp, such as whether you have received, opened or clicked through an email we have sent to you.
- You can view our website without giving any personal information. We use Google Analytics to improve our service, and to analyse how our website is used. We may collect information about your electronic device, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.
- Our Site does not currently use Cookies other than for Google Analytics as defined above.

Where we store your personal data we will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Our Site may contain links to other websites of interest. However, once you have used these links to leave our Site, you should note that we no longer have control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites, and that such websites are not governed by this privacy policy.

## **What we do with your information**

We use information held about you in the following ways:

- To provide you with information, products or services that you request from us.
- To carry out our obligations arising from any contracts entered into between you and us.
- To allow you to participate in interactive features of our service, when you choose to do so.
- To notify you about changes to our services.
- To administer our Site and for internal record keeping, including data analysis, research, statistical and survey purposes.
- To fulfil any orders for our products that you make.

## **Who we share you information with**

We will share your personal data with our sales agents that manage your account, and with our delivery companies in order to fulfil any orders you have placed with us. Otherwise, we will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

Aquarelle Publishing Ltd uses MailChimp.com for bulk e-mail delivery services. They act as a processor on our behalf. The only information we provide them with is your name, company and e-mail address (if you have given consent to receive direct marketing). MailChimp are a US company and as such are certified to the EU-U.S. Privacy Shield Framework.

## **Marketing**

We will only send you marketing emails about new products, stock availability and relevant news, if you have provided consent to receive such emails. Where you have consented to us using your details for marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

## **Security**

We are committed to ensuring that your data is secure and have put in place suitable physical, electronic and managerial procedures to safeguard the information we hold.

Lawful Information for accounting purposes is stored for a period of 7 years, after which it is deleted or destroyed.

## **Your rights**

You have rights in relation to the use of your personal data, such as the right to request we delete your personal data or that inaccurate data is corrected. This needs to be communicated in writing to our business address Aquarelle Publishing Ltd, Unit 5d Southfield Road, Kineton Road Industrial Estate, Southam, Warwickshire, CV47 0FB, or via email to [privacy@aquarellepublishing.co.uk](mailto:privacy@aquarellepublishing.co.uk)

## **Access to information**

The Act and the GDPR give you the right to access information held about you. Your right of access can be exercised in accordance with the Act and the GDPR.

## **Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

## **Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [privacy@aquarellepublishing.co.uk](mailto:privacy@aquarellepublishing.co.uk).