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## PRIVACY POLICY

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### BACKGROUND:

Alltech Signs & Graphics Ltd. understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website, [www.alltechsigns.com](http://www.alltechsigns.com) ("our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our Site **AND/OR** If you do not accept and agree with this Privacy Policy, you must stop using our Site immediately.

### 1. Definitions and Interpretation

In this Policy, the following terms shall have the following meanings:

<b>"Account"</b>	means an account required to access and/or use certain areas and features of our Site;
<b>"Cookie"</b>	means a small text file placed on your computer or device by our Site when you visit certain parts of our Site and/or when you use certain features of our Site.
<b>"Cookie Law"</b>	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
<b>"personal data"</b>	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR")
<b>"We/Us/Our"</b>	means Alltech Signs & Graphics Ltd company registered in England under company number 5339775, whose registered address is 9 Goldington Road Bedford MK40 3JY, and whose main trading address is Unit 14, Firbank way, Leighton Buzzard, Bedfordshire, LU7 4YP.

### 2. Information About Us

- 2.1 Our Site is operated by Alltech Signs & Graphics Ltd., a limited company registered in England under company number 5339775, whose registered address is 9 Goldington Road Bedford MK40 3JY and whose main trading address is Unit 14, Firbank way, Leighton Buzzard, Bedfordshire, LU7 4YP. Vat no: 859217789

### 3. **What Does This Policy Cover?**

This Privacy Policy applies only to your use of our Site. our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

### 4. **Your Rights**

- 4.1 As a data subject, you have the following rights under the GDPR, which this Policy and our use of personal data have been designed to uphold:
  - 4.1.1 The right to be informed about our collection and use of personal data;
  - 4.1.2 The right of access to the personal data We hold about you (see section 12);
  - 4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);
  - 4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 14);
  - 4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;
  - 4.1.6 The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 4.1.7 The right to object to us using your personal data for particular purposes; and
  - 4.1.8 Rights with respect to automated decision making and profiling.
- 4.2 If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 14 and We will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.
- 4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

### 5. **What Data Do We Collect?**

Depending upon your use of Our Site, We may collect some or all of the following personal and non-personal data please see our Cookie Policy.

- 5.1 name;
- 5.2 business/company name
- 5.3 job title;
- 5.4 profession;
- 5.5 contact information such as email addresses and telephone numbers;
- 5.6 demographic information such as post code, preferences, and interests;
- 5.7 IP address;

- 5.8 web browser type and version;
- 5.9 operating system;
- 5.10 a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to;

## 6. **How Do We Use Your Data?**

- 6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under GDPR at all times. For more details on security see section 7, below.
- 6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, or because you have consented to our use of your personal data Specifically, We may use your data for the following purposes:
  - 6.2.1 Providing and managing your Account;
  - 6.2.2 Providing and managing your access to our Site;
  - 6.2.3 Replying to emails from you;
- 6.3 Third parties including whose content appears on our Site may use third party Cookies, as detailed below in section 13. Please refer to section 13 for more information on controlling Cookies. Please note that we do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.
- 6.4 You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it.

## 7. **How and Where Do We Store Your Data?**

We only keep your personal data for as long as we need to in order to use it as described above in section 6, and/or for as long as we have your permission to keep it.

Your data will only be stored on the office computers, apart from 3<sup>rd</sup> party cookies which are controlled by search engines websites.

Data security is very important to us, and to protect your data we have taken suitable measures to safeguard and secure data collected through our Site.

Steps we take to secure and protect your data include: SSL Encryption.

8. **Do We Share Your Data?**

We will not share any of your data with any third parties for any purposes but we may be legally bound to share certain data held by us which might include personal data to comply with any legal proceedings or obligations.

9. **How Can You Control Your Data?**

In addition to your rights under the GDPR, set out in section 4, when you submit personal data via Our Site, you may be given options to restrict our use of your data.

You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

10. **Your Right to Withhold Information**

You may access certain areas of our Site without providing any data at all. However, to use all features and functions available on our Site you may be required to submit or allow for the collection of certain data.

You may restrict our use of Cookies. For more information, see section 13

11. **How Can You Access Your Data?**

You have the right to ask for a copy of any of your personal data held by us (where such data is held under the GDPR, no fee is payable and we will provide any and all information in response to your request free of charge. Please contact Alltech Signs & Graphics Ltd for more details.

12. **Our Use of Cookies**

Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our Site and to provide and improve our services.

By using our Site, you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than us.

For more details, please refer to section 6, above, and to section 13.6 below. These Cookies are not integral to the functioning of our Site and your use and experience of our Site will not be impaired by refusing consent to them.

All Cookies used by and on our Site are used in accordance with current Cookie Law.

Before Cookies are placed on your computer or device, you will be shown a pop up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of our Site may not function fully or as intended.

In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device.

### 13. **Contacting Us**

If you have any questions about our Site or this Privacy Policy, please contact Us by email at [sales@alltechsigns.com](mailto:sales@alltechsigns.com) or by telephone on 01525 300250, or by post at Unit 14, Firbank way, Leighton Buzzard LU7 4YP. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you (as under section 12, above).

### 14. **Changes to Our Privacy Policy**

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.