

# Mail and Print Website Privacy Policy

## Key Details

This website privacy policy describes how Mail and Print A Division of Printing Data Limited protects and makes use of the information you give the Company when you use our websites.

If you are asked to provide information when using this website, it will only be used in the way described in this privacy policy.

This policy is updated from time to time. The latest version is always published on our website and viewable in pdf form from a link on the front page of the website.

If you have any questions about this policy please email or call the contacts on the contacts page of the website (which is kept up to date).

## Introduction

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website.

We also collect information to better understand how visitors use this website and to present timely, relevant information to them.

## What Data we gather:

- Name and job title
- Contact information, including email address so we may send you relevant information
- Demographic information, such as post codes, preferences and interests
- Website usage data
- Other information relevant to client enquiries
- Other information pertaining to special offers and surveys

This data can be viewed by authorised people within the Mail and Print A Division of Printing Data Limited of companies in order to allow us to:

- Improve the site by monitoring how you use it
- Gather feedback to improve our services
- Respond to any feedback you send us
- Send email alerts, newsletters or further information to users who request them

## How we use this data

Collecting this data helps us understand what you are looking for from the company, enabling us to deliver improved products and services.

Specifically, we may use data:

- For our own internal records.
- To improve the products and services we provide.

- To contact you in response to a specific enquiry.
- To customise the website for you.
- To send you promotional emails about products, services, offers and other things we think might be relevant to you.
- To send you promotional mailings or to call you about products, services, offers and other things we think might be relevant to you.
- To contact you via email, telephone or mail for market research reasons.

### **What is a cookie?**

A cookie is a small file placed on your computer's hard drive. It enables our website to identify your computer as you view different pages on our website.

Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to see information like how many people use the website and what pages they tend to visit.

### **How we use cookies**

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us improve the website structure, design, content and functions.
- Identify whether you are signed in to our website. A cookie allows us to check whether you are signed in to the site.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show your relevant content, or provide functionality you used previously.
- Cookies do not provide us with access to your computer or any information about you, other than that which you choose to share with us.

### **Controlling cookies**

- You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies.
- However, please note that doing this may affect how our website functions. Some pages and services may become unavailable to you.
- Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.

### **Controlling information about you**

When you fill in a form or provide your details on our website, you will see one or more tick boxes allowing you to:

- Opt-in to receive marketing communications from us by email, telephone or post.
- If you have agreed that we can use your information for marketing purposes, you can change your mind easily, via one of these methods:
- Send an email or write to us at the details in our site contact page which is always up to date

We will never lease, distribute or sell your personal information to third parties unless we have your permission or the law requires us to.

Any personal information we hold about you is stored and processed under our data protection policy, in line with the Data Protection Act 1998.

### **Security**

We will always hold your information securely.

To prevent unauthorised disclosure or access to your information, we have implemented strong physical and electronic security safeguards.

We also follow stringent procedures to ensure we work with all personal data in line with the Data Protection Act 1998.

### **Links from our site**

Our website may contain links to other websites.

Please note that we have no control of websites outside the Companies domains. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.

### **Where is your data stored?**

Data is stored in a number of different locations depending on the method of collection, our website is hosted using one of Google's data centres located in San Jose, California, USA. As part of our hosting solution we will use Google Analytics.

Our own data servers are based within the European Economic Community and no data from these is passed outside of this region. Our Third-Party Data Processors have been chosen carefully, they hold and process data collected from our website.

Our Third Party Data Processors are not permitted to use personal information collected on our behalf from your usage of our website for their own purposes.

### **Keeping Data Secure**

Sending information over the internet is generally not completely secure, and we can't guarantee the security of your data while it's in transit.

## **ANY DATA YOU SEND IS AT YOUR OWN RISK**

We have procedures and security features in place to keep your data secure once we receive it. These policies and processes are available upon reasonable request.

### **Disclosing your information**

The Mail and Print A Division of Printing Data Limited does not share your data with third parties, with the exception of our associated companies and only on occasions where we believe there is a legitimate interest for all parties, where it is necessary for us to successfully complete a contract or where we are legally obliged to do so.

## Your Rights

You can find out what information we hold about you and ask us not to use any of the information we collect. If you've signed up for email alerts or newsletters (for example), you can unsubscribe at any time by selecting the unsubscribe link that appears in every email.

## Changes to our Privacy Policy

Our Privacy Policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Martyn', with a long horizontal stroke extending to the right.

Martyn Harvey

**Managing Director**

**Mail & Print**