

# Braunston Ltd

## General Data Protection Regulation (GDPR) Policy

- 1 Introduction:** This policy covers the processing of personal data by Braunston Ltd whose registered address is at 4-8 Talbot Road, Northampton NN1 4JB. Braunston Ltd is committed to protecting the privacy of your personal information whilst striving to provide the very best user experience. We want our website to be safe and enjoyable for everyone. Under the Data Protection Act 1998 and related laws, we have a legal duty to protect the personal information we collect from you. If you have any concerns, questions or comments about this privacy policy or the website you can contact us using the contact details in paragraph 9 of this policy.
  
- 2 The types of personal information we collect and how we collect it: Information you provide upon registration:** in order to contact us or request a quote you will need to provide us with information about yourself and you will be able to select how we use your information for marketing purposes.  
We will only use your information in accordance with your instructions and as set out in this privacy policy.
  - a Information you provide upon ordering a product or service from us:** if you order a product or service from us, you will need to provide certain personal details so that the order can be fulfilled.
  - b Demographic and other data:** this website uses cookies, web analytics and web logs to collect information about your use of our site, information about your computer such as your computer's IP address and browser type, demographic data and, if you arrived at our site via a link from a third party site, the URL of the linking page. If you have registered an account with us, it may also collect your name and email address. The data collected through cookies, web analytics and web logs may be transferred to third parties. For more information on how this website uses cookies, see our [cookie policy](#).
  - c Email communications:** we use web beacons in our emails to track the success of our marketing campaigns. If you open an email from us, we can see which of the pages of our website you visited. Our web beacons don't store any information on your computer but, by communicating with our cookies on your computer, they can tell us when you have opened an email from us. We may keep track of the emails that we send you. We also keep a record of what communications you have selected to receive or not to receive. If you would like to opt out of receiving such emails, please click the "unsubscribe" link in the email and follow the instructions.
  - d Information from other sources:** we may receive information about you from other sources (eg missing information about your postal or email addresses) and add it to the personal information we hold about you.
  
- 3 How we use the information that we collect:** Whilst we hold the information that we collect from this site, we will use it, as applicable, to:
  - provide you with services or information that you have requested or products or services that you have ordered;
  - contact you to obtain consent for other specific reasons for contacting you;
  - confirm or fulfill an order you have submitted
  - monitor or improve the performance of, and products and services available through, this website
  - customise the advertising and content that you see
  - send you promotional materials or special offers on our behalf or on behalf of our marketing partners. If you do not want to receive this marketing information you can notify us of this by following the unsubscribe option available in all our communications or alternatively calling our office. You can stop receiving this information at any time by following the unsubscribe instructions on the correspondence you receive or by emailing [info@braunstonprint.co.uk](mailto:info@braunstonprint.co.uk), putting unsubscribe in the subject heading, giving your email address and details of the information you no longer wish to receive
  - for any purpose if we are required to do so by any law or other regulatory or government authority

#### 4 How long we hold your information for:

We will hold your information for 24 months from the last communication we have had with you.

5 **Who we may share your personal information with Agents:** we use third parties to perform certain functions on our behalf including fulfilling orders, sending emails, organising and managing competitions, print production, promotions, surveys or polls, removing repetitive information from customer lists, comment hosting, website analysis, data analysis, translation services and processing credit card payments. They will have access to your personal information if necessary to perform their function but they cannot use it or disclose it for any other purpose, unless you have specifically given them consent to do so.

- a **Aggregate Information:** we may share aggregate, non-personally identifiable information, such as demographics and website usage statistics, with advertisers, sponsors and other organisations.
- b **Option to receive marketing information from associated third parties:** throughout the website you may be given the opportunity to receive marketing information which may be of interest to you from associated third parties. Only if you elect to receive such information, will we share your personal information with our associated third parties and they are only permitted by us to use it for the purpose of providing you with the marketing information you have requested. The use of your personal information by such third parties will be subject to their own privacy policy and practices. We are not responsible for the privacy policy or practices of any such third party. If you do not want to receive marketing information from associated companies you can notify us of this as part of the registration process. You can stop receiving this information at any time by following the unsubscribe instructions on the correspondence you receive, by amending your marketing preferences, or by emailing [info@braunstonprint.co.uk](mailto:info@braunstonprint.co.uk) giving your email address and details of the information you no longer wish to receive.
- c **Products or services offered in partnership with third parties:** certain products or services available through this website may be provided to you in partnership with a third party. That third party may require you to disclose personal information to them in order to receive such products or services. If you request a product or service offered in partnership with a third party, the identity of the third party will be disclosed to you and your personal information will be transferred to that third party. The use of your personal information by that third party is subject to its privacy policy and practices and we are not responsible for the same.
- d **Third-Party Ad Serving and Audience and Traffic Measurement Services:** we may use a third-party network advertiser to serve the advertisements on this website or we may use an audience or traffic measurement service to analyse the traffic on this website. Network advertisers are third parties that display advertisements based on your visits to this website and other websites you have visited. Third-party ad serving enables us to target advertisements to you for products or websites you might be interested in. Audience and traffic measurement services allow us to collect anonymous traffic and behavioural information from the website by monitoring anonymous visitor activity. This website's advertisers, sponsors and/or traffic measurement services may themselves set and access their own cookies on your computer if you choose to have your cookies enabled in your browser.

6 **Maintenance and storage of information:** Your information is collected and stored on local servers which are owned and maintained by or on behalf of Braunston Limited. No information relating to you or your company is stored anywhere on our website. We will keep your information for a reasonable period for the purposes set out in this privacy policy unless you request otherwise. If you subscribe to our newsletter, offers and information relating to print your email address will be stored with Mailchimp and their Terms of Use and Privacy Policy can be viewed on their website [www.mailchimp.com](http://www.mailchimp.com)

7 **Links to other websites:** this website contains links to a wide variety of other websites and social media sites and we display advertisements from third parties on our website. We may monetise some of these links through the use of third party affiliate programmes. Notwithstanding such affiliate programmes, we are not responsible for the content or privacy policies of these websites or for third party advertisers, even if they use the website's logo as part of a co-branding agreement, nor for the way in which information about their users is treated. Before submitting any personal information to such websites, you should check their privacy policy.

- 8 Security:** In accordance with our requirements under the Data Protection Act 1998, we will adopt appropriate security procedures to help prevent unauthorised access to your information. Braunston Print Ltd shall not be liable for any attempt to hack or crack or otherwise gain access to any part of this website.
- 9 Policy changes:** By using this website you agree to the terms of this privacy policy and our terms of use. We may amend this privacy policy and the terms of use from time to time. If we do so, we will post an updated version on this website. You will be bound by the new terms upon your continued use of this website.
- 10 Questions about this website and the information we hold about you:** if you have any general questions about this website or the information we have collected about you and how we use it, you can contact us on 01604 626265 or by using this email address [info@braunstonprint.co.uk](mailto:info@braunstonprint.co.uk) If you have any questions about your information including what we hold and how it is used, you can contact us at [info@braunstonprint.co.uk](mailto:info@braunstonprint.co.uk) You are entitled to ask for a copy of the information we hold about you (for which we may charge a small fee) and to have any inaccuracies in your information corrected.