

PRIVACY NOTICE

Art Fold's Privacy Notice is in line with the General Data Protection Regulations ("GDPR"), with effect from 25 May 2018.

1 INTRODUCTION

Art Fold ("we", "us" or "our") designs and prints customised greetings cards.

The protection of your data is very important to us. This privacy notice outlines how we look after the personal data of our customers and suppliers, how we use the data, where your data is stored, who has access to it, your privacy rights and how the law protects you.

2 CONTROLLER

Questions in relation to this privacy notice can be directed to Helen Rodgers as our Data Protection Officer (DPO) at:

Full name of legal entity: Art Fold
Name or title of DPO: Helen Rodgers
Email address: info@artfold.co.uk

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

It is vital that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us by emailing info@artfold.co.uk.

3 WHO DO WE STORE DATA ON?

We store personal data on the following groups of people:

- 3.1 CUSTOMERS:** basic contact details (email address and telephone Number) for those potential customers who have requested information on our products, and customers who have chosen to buy and stock our products
- 3.2 SUPPLIERS:** information is held in order to make contact about the suppliers' products or services

4 HOW DO WE USE YOUR INFORMATION?

4.1 CUSTOMERS

Art Fold will utilise your email address and telephone number in order to liaise with you about the Art Fold products you have enquired about, the Art Fold products you have purchased or new Art Fold products that we think may be of interest to you.

We store the following Customer information:

- Your name

- Your Company and job title
- Your email address
- Your telephone number

Your details are stored on our database system and are not shared with any third parties.

4.2 SUPPLIERS

We store the contact information of the suppliers that we work with, in order to make contact about their product or service. We may deem it appropriate to share this information with another third party that we work with by way of a recommendation, however, we will always seek permission of the supplier beforehand.

We store the following Supplier information:

- Your name
- Your Company and job title
- Your work telephone number
- Your work email address
- Details of your product/service
- Pricing agreements, contracts etc.

5 WHERE IS MY DATA STORED?

We store Customer and Supplier information on a CRM software. Our software suppliers utilise best-in-class data centres for hosting your information that are fully compliant of Industry Standard Accreditations, so you can be assured that all your data is safe in the Cloud.

Our email system is powered by Microsoft 365.

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those third parties who have a business need to know. They will only process your personal data on our instructions, following your permission and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

6 HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

If you choose to email Art Fold or contact us via our website, we store the personal information you provide in your profile on our CRM database.

You can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and

whether we can achieve those purposes through other means, and the applicable legal requirements.

By law, we have to keep basic information about our customers and Suppliers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being a customer for tax and contractual purposes.

We accept that circumstances change and we will only retain your information with your permission.

You can ask us to delete your data. This is called '**choose to be forgotten**'. You can request that your details are forgotten by emailing: info@artfold.co.uk, and enter 'Choose to be forgotten' in the subject box.

Upon receipt of your email we will delete your records from our database and all emails associated with it. You will then receive one final email from us informing you that this action has been completed.

Equally, if your contact details (i.e. work or private email address and/or work or private telephone number) change, please notify info@artfold.co.uk and enter 'Change of contact details' in the subject box.

7 THE USE OF COOKIES

If you leave a comment on our website you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

Our website traffic is monitored by Google Analytics. These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited. If you do not allow these cookies we will not be able to include your visit in our statistics. You can read the full Google Analytics privacy policy at: <https://policies.google.com/privacy>

8 SOCIAL MEDIA FEATURES

Our website uses social media features, such as the Facebook "like" button, the "follow" Instagram button and other sharing widgets ("Social Media Features"). You may be given the option by such Social Media Features to post information about your activities on a website to a profile page of yours that is provided by a third party social media network in order to share with others within your network.

Social Media Features are either hosted by the respective social media network or hosted directly on our website. To the extent the Social Media Features are hosted by the respective social media networks, the latter may receive information that you have visited our website from your IP address. If you are logged into your social media account, it is possible that the respective social media network can link your visit of our websites with your social media profile.

Your interactions with Social Media Features are governed by the privacy policies of the companies providing the relevant Social Media Features.

9 EMBEDDED CONTENT FROM OTHER WEBSITES

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

10 CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. We will always contact you first to outline this change of purpose and will only continue with your permission and 'Accept' selection to do so.

We will not use your personal data for an unrelated purpose.

11 YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You can request a copy of the personal data that we hold on you by emailing: info@artfold.co.uk.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.