



# Privacy Policy

## Introduction

We take your privacy and data protection rights seriously. We respect and understand how important it is to you. This privacy notice aims to set out details about what data we collect and how we use it. It gives you information about how your personal data is processed when you use our website or services, including any data you may provide through our websites or through using our services when you sign up to receive news, offers, promotions and updates. Please take time to read this privacy notice in full, so you are sure that you understand and are happy with how we collect and process your personal data.

## Website Visitors

If we are collecting your personal data via our website, we will be upfront and it would be obvious to you that you're providing personal data, how we will be using it and you will tick to confirm you understand.

## Online Contact Forms

If you fill out one of our website forms we send a notification email to the relevant team within our company. Our site uses SSL (https) so the data you submit will be encrypted once you press the send button.

## Google Analytics

When someone visits our website <https://ds20displays.com> we make use of the Google Analytics service to collect standard information about visitors to the site and their behaviour (e.g. what pages they viewed). The data provided by Google Analytics is anonymised and in no way enables us to identify individual visitors, however, Google Analytics will place a cookie on your device to enable the service. For more information about how Google Analytics cookies work on websites visit: <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

## Other cookies used, tracking pixels or similar tools

We also use several essential cookies that are required if you have an account with us. If you have subscribed or downloaded something, you will have been asked to register some personal details and if you set up an account in the future a number of cookies will be used to manage your account, when you're logged in.

## Website Hosting

Our website is hosted with an EU based hosting provider. This means that any data we store about you, as a member/user of our site, is stored on servers hosted within the EU, where EU standards of data protection and privacy apply.

## People who receive our newsletters

If you have subscribed for our updates email, your name and email address will be stored within our email package. You will have the option to unsubscribe from the email list at any time, either by contacting us by phone or email as per the details on the bottom of the emails we send. In the future we may use a mailing list provider who is not based in the EU and therefore your subscription details will not be stored or processed within the EU, however, we have confirmed that they apply EU standards of data protection and have demonstrated they meet the adequacy tests required by European law.

## Purchases from the website or via proforma

From time to time we will also offer downloadable content and services for purchases from our website. If you purchase such a product or service you will be asked to set up an account and you will be asked to provide a range of minimal information required for us to set up the account so you can complete your purchase. All information you provide is required for the purposes of delivering the product or service to you. The information is stored within our membership database which is managed within the website. We use a third-party to collect payments. We do not hold any billing or financial information relating to your subscription, only notification that a payment has been made. Any information you provide to our payment gateway provider is provided by you according to their own privacy and data protection compliance



## Use of social media

We run a number of social media channels, but do not collect or process any information outside those channels. When using our website, you may be able to share information through social networks like Facebook and Twitter. For example when you 'like', 'share' or 'review' products or services. When doing this your personal information may be visible to the providers of those social networks, their other users and/or DS20 Displays. Please remember it is your responsibility to set appropriate privacy settings on your social network accounts so you are comfortable with how your information is used and shared on them.

## Retention

We only store the data necessary to provide our services to you. We keep this data for as long as it is lawful for us to do so. If you are a customer we may have a legal obligation to retain your information longer and will store the data based on whichever is the longest.

## Third Party Processors

We cannot run our business or provide some of the services and benefits you expect to receive without involving other people and businesses. Where we use a third-party service or company, we only provide the minimal amount of information for the purposes of delivering the service to you and to meet the requirements. We also may share the information we collect with other third parties where we are legally obliged to do so; e.g if we are to comply with a court order. We also may need to share your details with our professional advisors for example, our lawyers, insurers and insurance brokers, when they need it to provide advice to us or help us obtain insurance or if you provide us with additional permissions to do so. Our website and the services we offer may include links to third-party websites, plugins and applications. Clicking on those links or enabling connections to these may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of each third party website or service that you visit or agree with.

## Your Rights

In certain circumstances, you may have the right to request access, transfer, rectification and/or erasure of the personal data that we process about you. You may also have the right to object to and/or restrict our processing of your personal data.

You can find more information about your rights on the Information Commissioner's website: <https://ico.org.uk/for-the-public>

Please take care of your own information. For security tips and tricks when using the internet, Wi-Fi and smartphones or tablets, please visit [www.getsafeonline.org](http://www.getsafeonline.org)

## Complaints

If you would like to make a complaint about the way your data is processed you have the right to make a complaint to the ICO any time, <https://ico.org.uk/concerns>. However, we would really appreciate you talk to us in the first instance so we have a chance to deal with your concern before approaching the ICO on our contact details below.

## Withdrawal of consent and object to processing

Where we have relied on your consent to process your personal data, you are able to withdraw from this consent at any time. This will however, not affect the lawfulness of any processing carried out before you withdraw your consent. Please be aware that if you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent. If you wish to raise concerns about the way we are processing your data or would like to raise an objection, please contact us with your concerns.

## Changing your details

It is important that any of your personal data that we process is kept current and up to date. We may from time to time ask you to verify your details. You can update any information we hold about you at any time during your relationship with us by contact us as per the contact details below.



## **Erasure of your data (the “right to be forgotten”)**

Under some circumstances you can request us to delete your personal data from our systems. Where this is possible (e.g. we don't have any legal purpose for continuing to process your data) we will erase it from our systems once we have verified your identity, please contact us on the below details.

## **Portability**

The right to data portability allows you to obtain and reuse your personal data for your own purposes. This is supplied in a machine readable format and with associated logs (where we store them).

## **Access to your personal data**

You have a right to request access about what data we hold about you and check to see if we are processing it lawfully. If requested we would provide you with a copy of the information, free of charge. We would need to verify your identity before providing the information and where necessary may contact you further to ensure we understand what data you are requesting.

## **More information**

For more information about your data rights and privacy or data protection in general please visit the Information Commissioner's Office website: <https://ico.org.uk>

## **How to contact us**

If you have questions about how we collect data and use your information if not covered in this privacy notice or if you wish to talk to us about how we approach data protection and privacy, please contact: Deborah Mills via [hello@ds20display.com](mailto:hello@ds20display.com)

## **Changes to our privacy notice**

We may change or update parts of this privacy notice occasionally or if need to do so by law. We will seek to send you a service message if we have an email address, if we do not hold this please take notice of the information displayed on materials you receive or the website confirming a change has happened. By using the website or services will be confirmation of acceptance of the changes.

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