

## PROTECTING YOUR PRIVACY

### 1. Introduction

- 1.1 This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store and handle that data and keep it safe. We know that there's a lot of information here but we want you to be fully informed about your rights, and how M K Marking Systems Ltd uses your data.
- 1.2 We hope the following sections will answer any questions you have but if not, please do get in touch with us. It's likely that we'll need to update this Privacy Notice from time to time. We'll notify you of any significant changes, but you are welcome to come back and check it whenever you wish.

### 2 Explaining the legal bases we rely on

The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

#### Consent

In specific situations, we can collect and process your data with your consent. When collecting your personal data, we'll always make clear to you which data is necessary in connection with a particular service.

#### Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations.

*For example, if you order an item from us for delivery, we'll collect your address details to deliver your purchase, and pass them to our courier.*

#### Legal compliance

If the law requires us to, we may need to collect and process your data.

*For example, we can pass on details of people involved in fraud or other criminal activity affecting M K Marking Systems Ltd to law enforcement.*

#### Legitimate interest

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running our business and which does not materially impact your rights, freedom or interests.

*For example, we combine the ordering history of many customers to identify trends and ensure we can keep up with demand or develop new products/services.*

*We will also use your address details to send you up to date product catalogues telling you about products that we think might be of interest to you.*



**01908 561676 | [www.mkmarking.co.uk](http://www.mkmarking.co.uk)**

25 Carters Lane, Kiln Farm, Milton Keynes. MK11 3HL

Registration No. 1865783 | VAT Reg No. 409 6568 24 | Directors: R. D. Moore, C. E. Moore



### **3. When do we collect your personal data?**

- When you create an account with us.
- When you purchase a product by phone/email or fax but don't have (or don't use) an account.
- When you engage with us on social media.
- When you contact us by any means with queries, complaints etc.
- When you ask one of our employees to email you information about a product or service. Any individual may access personal data related to them, including opinions, so if your comment or review includes information about the employee who provided that service, it may be passed on to them if requested.
- When you've given a third party permission to share with us the information they hold about you.
- We collect data from publicly available sources (such as Companies House/Credit reference companies) when you have given your consent to share information or where the information is made public as a matter of law.

### **4. What sort of personal data do we collect?**

- If you have an account or cash account with us: your name, billing/delivery address, orders and receipts, email and telephone number.
- Details of your interactions with us through our sales office, customer collection desk or online through social media.

For example, we collect notes from our conversations with you, details of any complaints or comments you make, details of purchases you made, items/brands that may be of interest to you, how and when you contact us.

### **5. How and why do we use your personal data?**

#### **Here's how we'll use your personal data and why:**

- To process any orders that you make by telephone, email, verbally or by fax. If we don't collect your personal data during the order processing, we won't be able to process your order and comply with our legal obligations.

*For example, your details may need to be passed to a third party to supply or deliver the product that you ordered and we may keep your details for a reasonable period afterwards in case of any issues.*

- To respond to your queries and requests. Handling the information you send enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.

*For example we keep a record of all jobs carried out (job book) in order to facilitate ease of reference when previous orders/jobs need to be referred to*



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- To protect our business and your account from fraud and other illegal activities. This includes using your personal data to maintain, update and safeguard your account. We'll do all of this as part of our legitimate interest.

*For example, when an order is placed and a 3rd party collects the product from our premises*

- To process payments and to prevent fraudulent transactions. We do this on the basis of our legitimate business interests. This also helps to protect our customers from fraud.

- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you. For example, updates to this Privacy Notice, and legally required information relating to your orders. These service messages will not include any promotional content and do not require prior consent when sent by email. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.

- To develop, test and improve the systems, services and products we provide to you. We'll do this on the basis of our legitimate business interests.

- To comply with our contractual or legal obligations to share data with law enforcement.

For example, when a court order is submitted to share data with law enforcement agencies or a court of law.

Sometimes, we'll need to share your details with a third party who is providing a service (such as delivery couriers). Without sharing your personal data, we'd be unable to fulfil your request.

## 6. How we protect your personal data

We know how much data security matters to all our customers and suppliers. We will treat your data with the utmost care and take all appropriate steps to protect it.

Access to your personal data is password-protected and we are PCI compliant.

We regularly monitor our system for possible vulnerabilities and attacks.

## 7. How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of that retention period, your data will either be deleted completely or anonymised, for example by shredding.

## Some examples of customer data retention periods:

### Orders

When you place an order, we'll keep the personal data you give us for five years so we can comply with our legal and contractual obligations.

### Inactive accounts

If you've not used your account for more than ten years, it will be flagged as inactive and we'll contact you to ask whether you want to keep it open. Unless you reply to say 'yes', we'll close the account and delete or anonymise the personal data associated with it.



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## 8. Who do we share your personal data with?

We sometimes share your personal data with trusted third parties.

*For example, delivery couriers, for fraud management, to handle complaints.*

**Here's the policy we apply to those organisations to keep your data safe and protect your privacy:**

- We provide only the information they need to perform their specific services.
- They may only use your data for the exact purposes we specify in our contract with them.
- We work closely with them to ensure that your privacy is respected and protected at all times.
- If we stop using their services, any of your data held by them will either be deleted or rendered anonymous.

**Examples of the kind of third parties we work with are:**

- IT companies who support our business systems.
- Operational companies such as delivery couriers.
- Suppliers

**Sharing your data with third parties for their own purposes:**

We will only do this in very specific circumstances, for example:

- For fraud management, we may share information about fraudulent or potentially fraudulent activity in our premises or systems. This may include sharing data about individuals with law enforcement bodies.
- We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body, in your country of origin or elsewhere, upon a valid request to do so. These requests are assessed on a case-by-case basis and take the privacy of our customers into consideration.

## 9. What are your rights over your personal data?

**An overview of your different rights**

You have the right to request:

- Access to the personal data we hold about you, free of charge in most cases.
- The correction of your personal data when incorrect, out of date or incomplete.
- That we stop any consent-based processing of your personal data after you withdraw that consent.

**You can contact us to request to exercise these rights at any time as follows:**

**To ask for your information please contact**

**Caroline Moore, M K Marking Systems Ltd, 25 Carters Lane, Kiln Farm, Milton Keynes, MK11 3HL** [caroline@mkmarking.co.uk](mailto:caroline@mkmarking.co.uk). To ask for your information to be amended contact our Accounts Manager by email [caroline@mkmarking.co.uk](mailto:caroline@mkmarking.co.uk).

If we choose not to action your request we will explain to you the reasons for our refusal

**Your right to withdraw consent**

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

**Where we rely on our legitimate interest**



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In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

### **Direct marketing**

You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. We must always comply with your request.

### **Checking your identity**

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

### **10. How can you stop the use of your personal data for direct marketing?**

• Write to **Caroline Moore, M K Marking Systems Ltd, 25 Carters Lane, Kiln Farm, Milton Keynes, MK11 3HL** or e-mail [caroline@mkmarking.co.uk](mailto:caroline@mkmarking.co.uk)

Please note that you may continue to receive communications for a short period after changing your preferences while our systems are fully updated.

### **11. Contacting the Regulator**

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling

0303 123 1113

Or go online to

[www.ico.org.uk/concerns](http://www.ico.org.uk/concerns) (opens in a new window; please note we can't be responsible for the content of external websites)

### **12. If you live outside the UK**

For all non-UK customers This Privacy Notice will only be available in English.

By using our services or providing your personal data to us, you expressly consent to the processing of your personal data by us or on our behalf. Of course, you still have the right to ask us not to process your data in certain ways, and if you do so, we will respect your wishes. Sometimes we'll need to transfer your personal data between countries to enable us to supply the goods you've requested. In the ordinary course of business, we may transfer your personal data from your country of residence to ourselves and to third parties located in the UK. By dealing with us, you are giving your consent to this overseas use, transfer and disclosure of your personal data outside your country of residence for our ordinary business purposes.

This may occur because our information technology storage facilities and servers are located outside your country of residence, and could include storage of your personal data on servers in the UK.



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# mkmarking

S Y S T E M S L I M I T E D

all types of signs - designed • manufactured • installed

We'll ensure that reasonable steps are taken to prevent third parties outside your country of residence using your personal data in any way that's not set out in this Privacy Notice. We'll also make sure we adequately protect the confidentiality and privacy of your personal data.

We'll ensure that any third parties process your personal data only in accordance with their legitimate interests.

These third parties may be subject to different laws from those which apply in your country of residence.

Please note that we do not take active steps to ensure that any overseas recipient of your personal data complies with the laws which apply in your country.

### 13. Any questions?

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact us:

- Email us on: [caroline@mkmarking.co.uk](mailto:caroline@mkmarking.co.uk)
- Or write to us at:

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