

## Privacy Policy

This notice describes how we collect and use your personal data, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and any other national implemented laws, regulations and secondary legislation, as amended or updated from time to time, in the UK.

This privacy policy notice tells you what to expect us to do with your personal information.

### 1. About us

Potts Print (UK) Limited are a lithographic and digital printing company specialising in commercial printing, bespoke printed packaging, large format printing, direct mail, and storage, fulfilment & distribution services. We are registered in England and Scotland as a limited company (00536326). We are registered with the Information Commissioners Office (ICO) as data controllers (Z9600380).

In line with the Data Protection Legislation and this notice, we are the 'data controller'. This means that we are responsible for deciding how we hold and use your personal data. We are required under the Data Protection Legislation to notify you of the information contained in this privacy notice.

### Our contact details

#### Registered postal address:

Potts Print (UK) Limited

Atlas House

Nelson Park

Cramlington

Northumberland

NE23 1WG

#### Telephone:

0345 375 1875

#### Email:

[gdpr@potts.co.uk](mailto:gdpr@potts.co.uk)

### 2. What information we collect, use and why

We collect or use the following information to provide services and goods, including delivery:

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Account information
- Website user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Identification documents
- Information relating to compliments or complaints

We collect or use the following information for the operation of customer accounts and guarantees:

- Names and contact details

- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Purchase history
- Account information, including registration details
- Information used for security purposes

**We collect or use the following information to prevent crime, prosecute offenders, or defend against legal action:**

- Names and contact information
- Criminal offence data (including Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)
- Video and CCTV recordings of public areas (including indoor and outdoor spaces)
- Financial transaction information
- Information relating to health and safety

**We collect or use the following information to comply with legal requirements:**

- Identification documents
- Financial transaction information
- Criminal offence data (including Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)
- Health and safety information

**We collect or use the following information for recruitment purposes:**

- Contact details (e.g. name, address, telephone number or personal email address)
- Date of birth
- National Insurance number
- Copies of passports or other photo ID
- Employment history (e.g. job application, employment references or secondary employment)
- Right to work information
- Details of any criminal convictions (e.g. Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)
- Security clearance details (e.g. basic checks and higher security clearance)

We will never sell, trade or otherwise transfer your data to third parties for the purposes of marketing.

### **3. Lawful bases**

Potts Print (UK) complies with all applicable legislation including UK GDPR. We commit to fulfil our obligations as a data processor to our customers – the data controllers – whereby we are providing a service to process data. Potts Print (UK) have implemented appropriate infrastructure, controls and provisions for the data we transfer, store and process under the certification of ISO 27001 Information Security Management and Cyber Essentials.

**Our lawful basis for collecting or using personal information to provide services and goods are:**

- Consent
- Contract
- Legal obligation

- Legitimate interest:
- As a data processor under the UK GDPR to produce direct mail.
  - Potts Print (UK) act as a data processor and have procedures in place to maintain the confidentiality, integrity and accessibility of customer data. We use a secure file transfer portal – dataXchange – to transfer customer data. Received files are encrypted at rest in a restricted area of our IT infrastructure. We do not accept any responsibility for the security of the data if dataXchange is not used for data transfer. Data is supplied to produce printed material and will be held within our IT infrastructure in line with agreed data retention periods. Following this it will be securely destroyed and/or returned to the customer.
  - Customer-supplied data remains the responsibility of the data controller. Should you wish to exercise any rights you may have under applicable data protection laws, please approach the applicable client directly.

**Our lawful basis for collecting or using personal information for the operation of customer accounts and guarantees are:**

- Consent
- Contract
- Legal obligation

**Our lawful basis for collecting or using personal information to prevent crime, prosecute offenders or defend against legal action are:**

- Consent
- Contract
- Legal obligation

**Our lawful basis for collecting or using personal information for legal requirements are:**

- Consent
- Contract
- Legal obligation

**Our lawful basis for collecting or using personal information for recruitment purposes are:**

- Consent
- Contract
- Legal obligation

#### **4. Where we get personal information from:**

- Individuals directly
- CCTV footage, or other recorded images
- Clients

#### **5. How long we keep information**

We will only retain your personal data for as long as is necessary to fulfil the purposes for which it was intended. When assessing what retention period is appropriate for your personal data, we take into consideration:

- The requirements of our business and the services provided
- Any statutory or legal obligations
- The purposes for which we originally collected or received the personal data
- The lawful grounds on which we based our processing
- The types of personal data we have collected
- The amount and categories of your personal data; and
- Whether the purpose of the processing could be fulfilled by other means.

## 6. Who we share information with:

- Approved suppliers (with data controllers permission)
- Relevant regulatory authorities
- Organisations we are legally obliged to share personal information with
- Emergency services (where necessary)

## 7. Your data protection rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal data.
- Your right to rectification - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal data in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal data in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent.
- You do not usually need to pay a fee to exercise your rights. If you make a request, we have at least one calendar month to respond to you.
- To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

The content on this website is provided by Potts Print (UK). The material should be regarded as general information about Potts Print (UK) and our operations. By visiting our website, you accept our privacy policy. If you do not accept this policy, you should not use this website or download any of the material available.

Potts Print (UK) reserves the right to amend this policy. If you have any questions or thoughts about our privacy policy, please contact us via email at [gdpr@potts.co.uk](mailto:gdpr@potts.co.uk).

## 8. Information on this website

Potts Print (UK) works continually to ensure that all information on this website is up-to-date and accurate. However, technical faults and typographical errors can lead to misleading information. Potts Print (UK) does not guarantee that the information on website is up-to-date and accurate. Changes may be without notice to the information at any time and will be incorporated in new editions of this website. The content on this website is owned by Potts Print (UK), unless otherwise stated. All rights are reserved.

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Potts Print (UK) is not responsible for any damage to your computer system or loss of data caused by downloading material from the website, or any of the websites it is linked to. Potts Print (UK) may not be held liable for any damage that may have occurred upon use of the website, or any of the websites it is linked to.

## 9. Cookies

This website uses cookies which are small files that a site or its service provider transfers to your computer's hard drive through your web browser (if you allow) that enables the site's or service provider's systems to recognise your browser and capture and retain information. For example, we use cookies to understand and save user preferences for future visits.

We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use social media buttons and/or plug-ins on this site which allows you to connect with your social network in various ways. For these to work the following social media sites including Facebook, Twitter, LinkedIn and Google+ will set cookies through our site or contribute to the data they hold for various purposes outlined in their respective privacy policies.

You can choose to delete cookies from your computer or device at any time, however you may lose information that enables you to access our website quickly and efficiently including, but not limited to, login and personalisation settings.

All cookies used by and on our website are used in accordance with current cookie law (PECR).

## 10. How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we have used your data after raising a complaint with us, you can also complain to the ICO by writing to:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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