

Data Security & Privacy Policy

About us

In this privacy policy, references to "we", "us", "Sign Specialists Ltd " or "Sign Specialists" a limited company incorporated and registered in England and Wales. Company No. 688806 whose registered office is at 19 Oxleasow Road East Moons Moat Redditch Worcestershire B98 0RE.

Privacy policy

We understand the Importance of maintaining your privacy, keeping your personal information secure and complying with data protection laws.

We are the data controller of any personal information you provide to us. This means that we are responsible for complying with data protection laws. This privacy policy describes what personal Information we may collect from you, why we use your personal Information and more generally the practices we maintain and ways in which we use your personal information.

By providing your personal information to us, you acknowledge that we may use it in the ways set out in this privacy policy. We may provide you with further notices highlighting certain uses we wish to make of your personal information. We may also give you the ability to opt-in or opt-out of selected uses such as marketing when we collect your personal information.

We may collect information from you about other people, for example family members or colleagues. If you give us information about another person, it is your responsibility to ensure and confirm that:

- you have told the individual who we are and how we use personal information, as set out in this policy and
- you have permission from the individual to provide that personal information to us and for us to use it, as set out in this privacy notice.

Our Privacy Policy is divided into 13 sections to help you concentrate on the area that you are interested in.

1.	Why we need it and how we use your personal information
2.	Nature of personal information
3.	How we collect your personal information
4.	Sharing information
5.	Marketing
6.	How we protect your personal information
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Section 1: Why we need and how we use your personal Information

We only collect and store your Information where we have lawful grounds and legitimate reasons to do so.

We collect, use and store your personal information in order to fulfil requests for quotes, products and services as part of our sign design, manufacturing, installation, and maintenance business.

It may also be used to verify your identity, to process payments and to enable us to carry out sanction, anti-money laundering and other financial crime checks, as required. If you pay by instalments, your information may also be used to arrange credit.

The use of your data is essential to enable you to enter into a contract and for the supply of our goods and services.

We may monitor emails and other communications with you and when you contact us, we will keep a record of that correspondence and any information provided to us in that or subsequent communications.

Under data protection laws, for each purpose we must be able to rely on a legal ground to justify why we are using your (non-sensitive) personal information. The legal grounds that we may rely on are:

For processing (non-sensitive) personal Information	
Legal ground	Details
Performance of our contract with you	Processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract
Compliance with a legal obligation	Processing is necessary for compliance with a legal obligation to which we are subject
For our legitimate interests where these do not cause you undue harm	<p>Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by your interests or fundamental rights and freedoms which require protection of personal information.</p> <p>Our main legitimate interests for using your personal information are:</p> <ul style="list-style-type: none"> • to enable us to provide services and goods • to promote our products and services and to provide updates on additional items

Section 2: Nature of personal Information

Personal information is any information that may identify a living individual. We collect personal information such as name, email addresses, telephone numbers, financial details, IP addresses, or employment details, depending on the nature of the contract.

We may collect information from:

- Present, past and prospective clients
- Users of the Sign Specialists Ltd website
- Others who have contact with Sign Specialists Ltd

We might collect your personal information if:

- you or your employee asks to be part of a mailing or marketing campaign
- you register (or someone on your behalf registers you) to attend a Sign Specialists event
- you subscribe (or someone on your behalf subscribes for you) to receive marketing communications and/or industry updates from us
- you enquire about our products and services but do not become a customer
- you approach Sign Specialists Ltd for goods and services
- you use our website (for more information please see section 12 on Cookies)

Where you have registered for a Sign Specialists event we will use your personal information to:

- process bookings
- send you the relevant Information pack and to confirm details
- include your name on the delegate list which is available to other delegates (unless you have indicated to us that you do not want your details to appear on such lists) and third parties such as event organisers, exhibitors and speakers
- to produce name badges
- to make necessary security, catering and all other event related arrangements and

for any other necessary purpose related to the running of our events.

Section 3: How we collect your personal information

We may collect your non-sensitive personal and sensitive personal information:

- face-to-face (directly from you)
- by telephone
- by email
- via our website (including through the use of cookies- please see section 12 on Cookies)
- via our CRM systems
- via the key contact at your organisation
- from individuals or colleagues who have registered you for an event
- from people working on our behalf
- from third parties to verify your Identity and the accuracy of the information you have provided
- from publicly available sources including but not limited to internet search engines, public records and registers and social media (e.g. LinkedIn and Twitter)
- from third parties including but not limited to Industry associations

Section 4: Sharing Information

We may disclose your personal information to the third parties listed below for the purposes described in this privacy policy. You can contact us for details of specific disclosures made in respect of your personal information. The third parties listed below will only use your personal information under our strict instruction and are under an obligation to ensure appropriate security measures are in place.

- Insurers
- Professional advisers including surveyors, structural engineers etc.
- IT service providers
- Event organisers, event exhibitors and any other such third parties who are involved in organising or contributing to Sign Specialists events
- Survey facilitators
- Providers of accountancy software/system
- Government departments
- Regulators

We may also disclose your personal information to other third parties where:

- the disclosure is required by law or by a regulator with authority over us or you, such as where there is a court order, or statutory obligation
- we believe that such disclosure is necessary in order to assist in the prevention or detection of any criminal action (including fraud) or is otherwise in the overriding public interest.

We never share your information outside our organisation for marketing purposes.

Section 5: Marketing

We are committed to only sending you marketing communications that you have expressed an interest in receiving. Emails may include:

- 'One More' communications
- Regulation and legislation updates
- Technical updates
- General updates
- Updates on events and products
- Communications from third party providers

Section 6: How we protect your personal information

Sign Specialists is committed to keeping your personal information secure. We keep your personal information in a secure server and have appropriate security measures in place in our physical facilities.

Whilst we strive to protect your personal information, due to the nature of the internet we cannot guarantee the security of any information you transmit to us. With this in mind, any transmission is at your own risk and we urge you to take every precaution to protect your personal information while you are online.

Section 7: How long we keep your personal Information

We only keep your personal information for as long as is reasonably necessary to fulfil the relevant purposes described in this privacy policy. The period of time will usually be a minimum of seven years. Once we decide it is no longer necessary to keep your information, it will be securely and confidentially destroyed.

Section 8: Transfer of data outside the UK

We will not transfer your data outside the UK. However, it's possible your data may be transferred, to countries located outside the UK or European Economic Area (EEA), by third parties who we share your data with. These countries may not offer the same level of protection for the data as within the EEA, under the European Directive.

As far as possible, we have taken steps to safeguard your personal information.

Section 9: Your rights

The right to access your personal Information

Subject to any relevant exemptions, you are entitled to see a copy of the personal information we hold about you and to request details of how we use your personal information including any disclosures made. To exercise your rights to access your personal information, please contact us. There will not usually be a charge for dealing with these requests.

Your personal information will usually be provided to you in writing, or where you have made the request by electronic means, your personal information will be provided to you by electronic means, where possible.

The right to rectification

We take reasonable steps to ensure that the personal information we hold about you is reliable and as accurate and as complete as necessary for its intended use, but you are entitled to ask us to update or amend any inaccuracies in the personal information that we hold about you. To request us to update or amend any personal information we hold about you, please contact us.

The right to object to marketing

As set out in section 5, marketing, you are entitled to object to receiving marketing material from us at any time. You can exercise this right by clicking 'unsubscribe' on any marketing email you receive from us or by contacting us.

Other rights

Under certain conditions, you may also have the right to require us to:

- delete any personal information where we no longer have grounds to retain it
- where processing is based on consent, to withdraw your consent so that we stop that particular processing
- object to any processing based on the legal ground of legitimate interests unless our reason for undertaking that processing outweighs any prejudice to your data protection rights
- provide you or another provider with a copy of the personal information that you provided us with and
- restrict how we use your personal information whilst a complaint is being investigated

If you contact us to exercise any of these rights we will confirm your right to do so and respond in most cases within 30 days.

Section 10: Your right to complain to the Information Commissioner's Office

If you are not satisfied with our use of your personal information, with our response to any exercise of your rights set out in section 9 or if you believe us to be in breach of our data protection obligations, you have the right to complain to the Information Commissioner's Office at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 0303 1231113

Section 11: Other websites

Our website may contain links to other **third-party** websites. If you follow a link to any of those third-party websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for their policies or processing of your personal information. Please check these policies before you submit any personal information to such third-party websites.

Section 12: Cookies

A cookie is a small data file that is sent to your computer from a website and is stored on your computer's hard drive. A cookie file stores a limited amount of information about you (such as your username and password) and allows us to offer services personalised to your interests and to track the number of people who visit different parts of our website. You can set your web browser to refuse cookies, however some of our website features may not function as a result.

The cookies we make use of on the Sign Specialists websites are:

Sign Specialists Cookies		
Cookie Name	Purpose	Lifetime
http://sign-specialists.co.uk	Records and tracks recent activity and preserves site preferences.	30 days

For further information please visit www.allaboutcookies.org.

Section 13: How to contact us

Please contact us if you have any questions about our privacy policy or the Information we hold about you.

You can contact us by email at gdpr@sign-specialists.co.uk or by writing to us at Sign Specialists Ltd, 19 Oxleasow Road, East Moons Moat, Redditch, Worcestershire, B98 0RE

We may update this policy from time to time, to keep it up to date or to comply with legal requirements. The latest version of this policy can be found at www.sign-specialists.co.uk