

# Vertical Trading Limited

## Trading as Integrated Print Solutions

### Privacy Policy

#### What is the purpose of a Privacy Policy?

Our website provides details of the printing services we offer. In order for us to provide you with our website and our services we may need to collect personal information about you.

We want you to use our website and services safe in the knowledge that any personal information you give us is held in accordance with the law. We have written this Privacy Policy to tell you:

- What personal information we collect about you when you use the Website
- How we use your personal information
- Who we may share your personal information with
- Any transfer of personal information outside of the EEA
- How long we keep your personal information
- What we do to protect your personal information
- What choices you have in relation to your personal information

This website is owned and operated by Vertical Trading Limited (Company No. 09072306) whose registered office is at 11 Avro Gate, South Marston Park, Swindon, SN3 4AG. If you have any comments or queries about this website please contact [ian@integratedprintsolutions.co.uk](mailto:ian@integratedprintsolutions.co.uk).

We last updated this Privacy Statement on 1 August 2018.

### Personal Information we collect about you

#### What information we collect about you

We may collect the following information about you:

- your name and address
- your contact details including email address and telephone number
- what kind of services you are interested in
- what kind of products you are interested in
- other information to allow us to process your order (such as delivery details)
- other information to allow us to provide the services you have requested
- correspondence about your order
- details of products we have provided to you in the past

## **Personal Information you give us**

We may collect personal information about you when you:

- Fill in an enquiry form
- Contact us by email or post
- Contact us by telephone
- Purchase goods from us
- Purchase services from us
- Request a cheque sample pack

## **Personal Information we collect automatically**

When you visit our website or use our services, we collect certain information automatically using session cookies. We only use persistent cookies on the portal we provide to clients. These are required to recognise registered users.

If you want to know more about how we use cookies, you can find more information here – [www.integratedprintsolutions.co.uk/privacy-policy/](http://www.integratedprintsolutions.co.uk/privacy-policy/)

## **How we use your Personal Information**

To provide our website, process your request for information or your request for products or services, we may use your information in the following ways:

- to provide you with the products you have asked for
- to send you marketing materials (if you have agreed to this)
- to contact you about a request you may have made
- to process your payment
- to fulfil any contracts you have entered into with us
- to comply with our legal obligation or as otherwise as may be required by law or regulation
- to prevent and detect fraud
- to tell you about changes to our services or website

## **Our legal basis for using your information**

The law only allows us to use your personal information in certain limited circumstances. We have listed these below and what information they allow us to process.

### **1.) Where you have consented to us using your personal information**

When you submit information to us on our website, we will process that information in order to comply with your request for further information or sample cheques.

### **2.) Where we need to perform the contract we have entered into with you**

Examples of how we may use your information in order to comply with a contract that we have entered into with you:

- to provide the goods you have requested
- to provide the services you have requested

### **3.) Where it is necessary for our legitimate interests**

We may provide you with marketing information about our own products and services similar to those that you have purchased or enquired about (unless you tell us to stop).

### **4.) Where we need to comply with a legal obligation**

An example of how we may use your information to fulfil a legal obligation:

- Keeping records for tax purposes.

## **Our Marketing**

We may provide you with information about products, services, special offers, and other news where we feel these may interest you. We may use your information for market research and analysis including profiling so that we can ensure that we tailor our offers to your likes and needs.

Depending on what contact information you have given to us, we may contact you by email or post. You can opt out of such marketing at any time and if you wish to do so, please email us at [iain@integratedprintsolutions.co.uk](mailto:iain@integratedprintsolutions.co.uk).

## **Sharing your Personal Information**

### **Other third parties**

We may share your information with certain other third parties including:

- Our business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you
- Our website providers who need to see your information in order to keep our website up and running

We work with the following organisations:

- Corinium Continuous Limited - another company in our group.
- Amazon AWS - Cloud data storage services ([www.amazon.com](http://www.amazon.com))
- Microsoft 365 –Email and Microsoft Applications ([www.microsoft.com](http://www.microsoft.com))
- Xero – accounting software ([www.xero.com](http://www.xero.com))
- Shuttleworth (expand)

## **Legal Requirements and Law Enforcement**

We may also disclose your personal information to third parties:

- if we sell our business in which case the personal information that we hold will be part of the transferred assets

- if we are required by law, or in order to enforce or apply our terms of use. This includes exchanging information with other organisations for the purposes of fraud protection and credit risk reduction

## **Third Party Privacy Policies**

Our website may contain links to websites owned by other organisations. If you follow a link to another website, such websites will have its own privacy policy. We suggest that you check the policies of any other websites before giving them your personal information as we cannot accept responsibility for any other website.

## **Where we store your Personal Information**

### **Storage of Personal Information**

We are committed to ensuring that our suppliers have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse. All personal information you provide to us is stored on our secure servers or on secure servers operated by a third party located in the EEA.

All third parties who provide services or software to us are required to sign a contract requiring them to have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse.

### **Retention of information**

We only hold your personal information for as long as necessary for the purposes for which we collected your information.

We have a retention policy which lays down timescales for the retention of information. Customer data retention periods can be found below:

<b>Type of Documents</b>	<b>Description of Document</b>	<b>Retention Period</b>
Shuttleworth...		
Details of Orders from customers	Names and account numbers of customers of our clients.	90 days after completion of order.
Any other order or customer information database	Name and contact details of all clients including emails, addresses and payment information	Seven years after last order.

### **Emails**

If you chose to send us information via email, we cannot guarantee the security of such information until it is delivered to us.

## Your rights

### Access to information

You have the right to access information that we hold about you. If you wish to receive a copy of the information that we hold, please contact [iain@integratedprintsolutions.co.uk](mailto:iain@integratedprintsolutions.co.uk) or write to us at the address above.

### Changing or deleting your information

You can ask us at any time to change, amend or delete the information that we hold about you or ask us not to contact you with any further marketing information. You can also ask us to restrict the information that we process about you.

You can request that we change, amend, delete your information or restrict our processing by emailing us at [iain@integratedprintsolutions.co.uk](mailto:iain@integratedprintsolutions.co.uk).

### Right to prevent Automated decision making

You have a right to ask us to stop any automated decision making. We do not intentionally carry out such activities, but if you do have any questions or concerns we would be happy to discuss them with you and you can contact us at [iain@integratedprintsolutions.co.uk](mailto:iain@integratedprintsolutions.co.uk).

### Transferring Personal Information

You have the right to request that your personal information is transferred by us to another organisation (this is called "data portability"). Please contact us at [iain@integratedprintsolutions.co.uk](mailto:iain@integratedprintsolutions.co.uk) with the details of what you would like us to do and we will try our best to comply with your request. It may not be technically feasible, but we will work with you to try and find a solution.

### Complaints

If you make a request to us under this Privacy Policy and you are unhappy with the response, you can ask for the request to be reviewed under our internal complaints procedure. Our internal complaints procedure allows your request to be reviewed by Managing Director who will do their best to try and resolve the issue.

If you have been through the internal complaints procedure and are still not happy with the result, then you have the right to complain to the Information Commissioner's Office. They can be contacted as follows:

Website: [www.ico.org.uk](http://www.ico.org.uk)  
Telephone: 03031231113  
Address: Information Commissioners Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

## **Changes to our Privacy Policy**

We review our Privacy Policy on a frequent basis to check that it accurately reflects how we deal with your information and may amend it if necessary. You should check this page regularly to see the most up to date information.

## **How to Contact us**

We welcome questions, comments and requests regarding this Privacy Policy which can be sent to [ian@integratedprintsolutions.co.uk](mailto:ian@integratedprintsolutions.co.uk).