

Opal Print (Bath) Ltd - Privacy Policy

Relating to the Collection and Retention of Personal Data

Information we collect about you

Generally, Opal Print (Bath) Limited deal with a mixture of Business to Business and Business to Personal contacts and we ensure that we pay particular attention to those contacts whose personal data may be held by us. As required by the regulations we will ensure that individuals, whose data we hold, have the rights, as stated below, to remove our data on them, or that it is held in accordance with this Policy and that they have consented to our holding of that information.

What details do we hold about you -

Details of your communications and interactions with us, including by email, telephone or messaging.

Copies of documents you provide where there is a legal reason for us to request this from you for Contract or Administration reasons.

Transaction details including payments from you, but not including any credit card information provided in paying a bill, for instance.

Financial information, including your bank account details.

We may also receive personal data directly from you or from other third parties including from credit reference agencies.

How and why we use your personal data

How	Why
We use your personal and contact information to create you as a new customer on our system or to provide you with Estimates prior to your acceptance of costs.	Necessary for the performance of a contract with you.
We use your personal and contact information, financial information, and transaction details about you to manage your account, including Credit Control and Credit Assessment.	Necessary for the performance of a contract with you.
We use the personal and contact information provided by you, copies of your communications with us and, transaction details, to manage our relationship with you.	For compliance with Legal Requirements eg VAT and other statutory obligations
We may use your personal and contact information in any publicity materials provided that you have given your consent. This information will not be communicated to a third party without your specific consent	For our legitimate business reasons in improving or expanding our services to you, by consent.
We may use your personal and contact information, financial information, information about any transaction between you and us, information or technical information, in order to undertake analysis for the purposes of identifying and dealing with any fraud or fraudulent activity.	For compliance with Legal Requirements e.g . VAT and other statutory obligations
We may use your personal and contact information, financial information, information about any transaction between you and us, information or technical information for the purpose of dealing with any request, complaint or query from you.	Necessary for the performance of a contract with you, or to respond to a question or complaint about our services to you

How we use your personal data for Marketing

We may use your personal and contact information, financial information, information about any transaction between you and us for the purposes of marketing, provided that you have consented to that use. We will not provide your information to any third parties without your prior consent.

How we protect your personal data

We follow a strict IT Policy ensuring, in so far as we are able, that all your personal and contact information and financial information is held securely. A copy of the policy is available if required.

How long do we keep your personal data

We will only keep your personal data as long as necessary to fulfil the purposes we collected it for. This period may be set by our need to satisfy any legal, accounting, or reporting requirements.

At the end of the retention period, your data will either be deleted or, with your consent, retained for the use of future marketing.

To determine the retention period for personal data, we consider the sensitivity of the personal data, the potential risk of harm from un-authorized use or disclosure of your data, the purposes for which we process your personal data, the amount, nature, and the applicable legal requirements.

Your rights regarding your personal data

The following rights are determined by the Regulations

- You can ask us not to use your personal data for direct marketing.
- You can ask us not to process your personal data where it is processed on the basis of legitimate interests, if there are no compelling reasons for that processing.
- You can ask for a copy from us of the personal information held about you.
- You can ask us to correct or add additional information for clarity.
- You can ask that we stop any consent-based processing of your personal data after you withdraw that consent;
- You can ask, in certain circumstances, to delete the personal data we hold about you (subject to our Statutory obligations).
- You can ask for the processing of information to be restricted.
- You can ask for data to be made available to others for your own reasons.

Policy Changes

It may be necessary to amend this policy from time to time.

24th May 2108