

# Blackmore Ltd Privacy policy

This privacy policy explains how we use any personal information we collect about you.

## What Information do we collect from you?

We collect information about you when you register an interest in the products or services we provide.

The information that we collect and store relating to you is primarily used to enable us to provide our services to you. In addition, we may use the information for the following purposes:

1. To provide you with information requested from us, relating to our products or services. To provide information on other products which we feel may be of interest to you, where you have consented to receive such information.
2. To meet our contractual commitments to you.
3. To notify you about any changes to our website, such as improvements or service/product changes, that may affect our service.

If you are an existing customer, we may contact you with information about goods and services similar to those which were the subject of a previous sale to you.

The Information collected will generally be -

Contact and account information. For example, we might collect your name and address, phone number and email address.

Payment and billing. For example we collect banking details in order to carry out these transactions. In processing your order, we may send your details to, and also use information from credit reference agencies and fraud prevention agencies.

### Website

For all visitors to our site, we collect aggregated information on pages viewed, including IP address, timestamps, logins to our site, URLs of referring pages, and locale and language preferences.

Collected information is used for the business interests of developing our site and services to provide a better experience for our visitors, delivering requested services such as our newsletter, and for ensuring secure and legitimate use of our website. When processing your personal data for such interests, we do so with respect and deference to your own interests, rights and freedoms.

We do not collect and store any personal data on visitors to the site - merely offering a 'contact us' portal where an enquiry can be made. You completing the form means that you consent for us to use your information as described above. Personal data collected: Email address, Contact details and phone number.

Personal. For example if providing CVs or other information about yourself for specific purposes.

If you contact us, we may keep a record of that correspondence. If you send us personal information which identifies you via email, we may keep your email and email address.

## How we use your data

Your data will only be used for the purposes indicated when you submit the data or as detailed under this privacy policy.

We use personal information held about you in the following ways:

- to respond to your enquiry, ask a question, contact you about your request or other reasons related to offering and improving our services.
- to enable us to communicate business and product changes and updates to customers.
- to protect against, identify and help prevent fraud, unauthorized activity, claims and other liabilities.
- to fulfil our legal and financial obligations.

Contact form – Within Website – By Filling in the contact form with their data, the User authorizes this application to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

We may disclose your personal information to third parties without obtaining further consent from you including:

- to our business partners, suppliers and subcontractors for the performance of any contract we enter into with you, this can include mailing data
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Website Terms & Conditions and other agreements; or to protect our rights, property, or safety of our employees, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

We will never sell your data to third parties for the purposes of marketing.

## Data we hold for processing due to the nature of the business being print

Blackmore will act as the data processor and will have procedures in place to keep that data confidential, however the content remains the responsibility of the publisher not the processor.

Blackmore preferred method of receiving job data securely is via our Secure Insite portal, we will accept data transferred via other methods, but we will not accept any responsibility for the security of the data if these methods are used.

Data supplied to produce the printed material will be held online on our servers for three months, following this it will be archived and held securely for up to five years.

## Changes to this Privacy Policy

This Privacy Policy is regularly reviewed. This is to make sure that we continue to meet the highest standards and to protect your privacy. We reserve the right at all times, to update, modify or amend this Policy. We suggest that you review this Privacy Policy from time to time to ensure you are aware of any changes we have made, however, we will not significantly change how we use information you have already given to us without your prior agreement.

If you have a complaint regarding the use of your personal data or sensitive information then please contact us by writing to the Data Controller at Blackmore Ltd, Longmead, Shaftesbury, Dorset SP7 8PX.