

## Privacy Policy

We do not pass your contact details or any other information about you as an individual to third parties of any kind (unless requested by you to do so, or unless required to do so by law), as detailed below.

This privacy policy describes how and why we obtain, store and process data which can identify you.

**IMPORTANT:** The UK General Data Protection Regulation (UK GDPR) applied in the UK from 25 May 2018 and more recently from 1 January 2021. It replaced the 1998 Data Protection Act and introduce new rules on privacy notices, as well as processing and safeguarding personal data.

The UK GDPR is the law on data protection and privacy for all individuals within the UK. The UK GDPR aims primarily to give control back to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the UK.

### The information we collect

We use cookies on the imageData Group Limited website, to collect information about your use of the website. When you visit the website, you can allow or disallow it to store cookies on your computer's hard drive, by customising your cookie preferences using your web browser's preferences/options/tools.

We will never collect any unnecessary personal data from you and do not process your information in any other way than already specified in this policy.

The personal data that we collect from you and process is:

Name

Business address

Email Address

Telephone Number

Mobile Number (if applicable)

Order History

We will collect information from you if you:

contact us via post, email or telephone and provide any personal data

place an order for products

complete our online contact form

### How we use your personal data

We collect your personal data in the performance of a contract and to provide you with our products and document updates

We use your personal information to answer your queries and provide industry specific advice

We collect and store your personal data as part of our legal obligation for business accounting and tax purposes

We may also contact you for feedback on your use of our products and may need to use your information to send important notices, such as updated product content where there have been regulation/law revisions or changes to our terms, conditions and policies.

Who we disclose your personal data to

We will only pass on information about you as an individual to third parties to enable us to perform services requested by you or with your prior consent.

We take your privacy very seriously and will never disclosure, share or sell your data without your consent, unless required to do so by law.

## **Your Rights**

You have the right to access any personal information that imageData Group Limited hold or process about you and to request information about you.

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to update/correct it as quickly as possible, unless there is a valid reason for not doing so, at which point you will be notified

## **How Long We Keep Your Data**

We only ever retain personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years following interaction after which time it will be destroyed.

## **Use of Cookies on Our Website**

A 'cookie' is a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing. When you visit a site that uses cookies for the first time, a cookie is downloaded onto your computer/mobile device so that the next time you visit that site, your device will remember useful information such as items added in the shopping cart, visited pages or logging in options.

Our site relies on cookies for contact form use and for security applications. These are all trusted cookies delivered directly from our website. This helps us to provide you with a good experience when you browse our website and allows us to improve our website.

We use IP addresses to analyse trends, track users' movement, and gather broad demographic information for aggregate use. IP addresses are not linked to personally identifiable information.

## **Security**

Keeping information about you secure is very important to us. However, no data transmission over the Internet can be guaranteed to be totally secure. As a result, while we strive to protect your personal information, we cannot ensure or warrant the security of any information which you send to us, and you do so at your own risk.

Any payment transactions will be encrypted, and servers/cloud are fully compliant.

Support and Questions

If you have any questions concerning anything, please contact:

imageData Group Limited  
Grange Park Lane  
Willerby  
East Yorkshire  
HU10 6EB  
Tel: 01482 652323  
Email: [enquiries@imagedata.co.uk](mailto:enquiries@imagedata.co.uk)

## **Complaints**

You can raise an independent complaint with the Information Commissioners Office (ICO).