

Privacy Policy – effective from 25th May 2018

We are committed to protecting and respecting your privacy.

This policy explains when and why we collect personal information about you, how we use it, the conditions under which we may disclose it to others, how we keep it safe and secure and your rights and choices in relation to your information. This Privacy Policy is updated from time to time; therefore, it should be reviewed occasionally.

Any questions regarding this policy and our privacy practices should be sent by email to info@wpg-group.co.uk, by writing to The Data Protection Office, Welshpool Printing Group, Printing House, Severn Farm Enterprise Park, Welshpool, Powys, SY21 7DF, or by telephone on 01938 552260.

Who are we?

We are WPG Ltd, part of the WPG Holdings group, providing litho and digital print services.

Registered in England and Wales – Company Reg. No. 02613569.

Registered Office: Printing House, Severn Farm Enterprise Park, Welshpool, Powys, SY21 7DF.

Registered with the ICO – Reg. No: Z7464911.

How do we collect information from you?

We obtain information in the following ways:

- **Information you give us directly**
 - When you fill in a form on our website.
 - We have previously met at an event and your business card or contact details were handed to us willingly.
 - When you request a price quote.
 - If for any reason you communicate with our personnel we may collect information.
- **Information we gain indirectly**
 - A member of our team has found your business and contact details online, believing that your business would genuinely be interested in our services, based upon your job function aligning with our typical customer profiles they have made contact to introduce you to our services.
 - You or a business colleague has visited our website.
- **When you visit our website - www.nrgdirectmail.co.uk**

We, like many companies, automatically collect the following information:

 - technical information, including the type of device you're using, the IP address, browser and operating system being used to connect your computer to the internet. This information may be used to improve the services we offer.
 - information about your visit to our website, for example we collect information about pages you visit and how you navigate the website, i.e. length of visits to certain pages, products and services you viewed and searched for, referral sources (e.g. how you arrived at our website).

We collect and use information by using cookies on our website – more information on cookies can be found under the 'Use of Cookies' section below.

- **Social Media**

When you interact with us on social media platforms such as Facebook and Twitter we may obtain information about you (for example, when you publicly tag us in an event photo). The information we receive will depend on the privacy preferences you have set on those types of platforms.

What type of information is collected?

The personal information we collect, store and use might include:

- your name and contact details (including postal address, email address and telephone numbers);
- information about your activities on our website and about the device used to access it, for instance your IP address and geographical location;
- any other personal information shared with us.

How and why is your information used?

We may use your information for a number of different purposes, which may include:

- providing you with the services, products or information you asked for.
- carrying out our obligations under any contracts entered into between you and us;
- keeping a record of your relationship with us;
- notifying you of changes to our services;
- processing job applications.
- existing customers may be contacted regarding related products and services.

How long is your information kept for?

We keep your information for no longer than is necessary for the purposes it was collected for. The length of time we retain your personal information for is determined by operational and legal considerations. For example, we are legally required to hold some types of information to fulfil our statutory and regulatory obligations (e.g. health/safety and tax/accounting purposes).

We review our retention periods on a regular basis.

Who has access to your information?

We do not sell or rent your information to third parties.

We do not share your information with third parties for marketing purposes.

Third Party disclosure may occur for the following reasons:

- At any time when we are legally required to, we may disclose information about you and your visits to our sites.
- To prevent fraud and help in fraud protection in order to reduce credit risk, we may disclose information.

Lawful Processing

Data protection law requires us to rely on one or more lawful grounds to process your personal information. We consider the following grounds to be relevant:

- **Contract**

Where we are entering into a contract with you or performing our obligations under it.

- **Legitimate interests**

Where it is reasonably necessary to achieve our or others' legitimate interests (as long as what the information is used for is fair and does not duly impact your rights).

When we legitimately process your personal information in this way, we consider and balance any potential impact on you (both positive and negative), and your rights under data protection laws. We will not use your personal information where our interests are overridden by the impact on you, for example, where use would be excessively intrusive (unless, for instance, we are otherwise required or permitted to by law).

Your Rights

Under UK data protection law, you have certain rights over the personal information that we hold about you. Here is a summary of the rights that we think apply:

- **Right of access**

You have a right to request access to the personal data that we hold about you. You also have the right to request a copy of the information we hold about you, and we will provide you with this unless legal exceptions apply.

If you want to access your information, please send a description of the information you want to see and proof of your identity by post to the address provided at the top of this policy.

- **Right to have your inaccurate personal information corrected**

You have the right to have inaccurate or incomplete information we hold about you corrected. If you change email address, or if you believe any of the other information we hold is inaccurate or out of date, please get in touch via the contact details above.

- **Right to restrict use**

You have a right to ask us to restrict the processing of some or all of your personal information if there is a disagreement about its accuracy or we're not lawfully allowed to use it.

- **Right of erasure**

You may ask us to delete some or all of your personal information and in certain cases, and subject to certain exceptions; we will do so as far as we are required to.

- **Right to object**

You have the right to object to processing where we are using your personal information.

If you want to exercise any of the above rights, please contact us via the details above. We may be required to ask for further information and/or evidence of identity. We will endeavor to respond fully to all requests within one month of receipt of your request, however if we are unable to do so we will contact you with reasons for the delay.

Use of 'cookies'

Like many other websites, our website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit.

It is primarily statistical data about our visitors and how they have used our site. No personal details will be shared that could identify you as an individual.

It is possible to switch off cookies by setting your browser preferences. For more information on cookies on your computer, visit our full cookies policy <http://www.nrgdirectmail.co.uk/site/cookies-policy/> . Turning cookies off may result in a loss of functionality when using our website.

Third Party Links

Our website may contain third party links. These third-party links have their own privacy policy, which you agree to when you click on the link. We are not responsible, nor do we accept responsibility for third party links. Our liability covers us only on our site, and thus we do not accept liability for third party links as we have no control over them.