

# Privacy Policy Notice



The policy: This privacy policy notice is for this website; [www.frostcreative.co.uk](http://www.frostcreative.co.uk) and served by Frost Creative Ltd, Unit 3 Saints Barn, Church Lane, Durley, SO32 2SY and governs the privacy of those who use it. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information while browsing or using this website, including your rights under current laws and regulations. If you do not agree to the following policy you may wish to cease viewing / using this website.

Policy key definitions:

- “I”, “our”, “us”, or “we” refer to the business Frost Creative Ltd.
- “You”, “the user” refer to the person(s) using this website.
- GDPR means General Data Protection Regulation.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner’s Office.
- Cookies mean small files stored on a users computer or device.

## PROCESSING OF YOUR PERSONAL DATA

We are exempt from registration in the ICO Data Protection Register because we are processing personal data only for one (or more) of the following purposes:

- Staff administration
- Advertising, marketing and public relations
- Accounts and records
- Not-for-profit purposes

We, or third parties on our behalf, may collect and use any of the following information about you:

your name; your postal address; your email address; your telephone number; and information about your preferences.

We will collect, use and store the personal information listed above, if you have consented or, otherwise, if it is in our legitimate interests, for business development and marketing purposes, to contact you (including by email or post) with information about our products and services which either you request, or which we feel will be of interest to you (including newsletters).

## SOURCE OF PERSONAL INFORMATION

We may receive some of your personal information from third parties, such as

marketing agencies.

## PEOPLE WHO CONTACT US WITH ENQUIRIES

We, or third parties on our behalf, may collect and use any of the following information about you:

your name; your company name; your company postal address; your company email address; your telephone number; your occupation; information provided when you correspond with us; any updates to the information provided to us;

Under the GDPR (General Data Protection Regulation) we control and / or process any personal information about you electronically using the following lawful bases.

**Lawful basis:** Contract

**The reason we use this basis:** to fulfil our contractual obligations to people; or because they have asked us to do something before entering into a contract (e.g. provide a quote).

**Sharing your information:** We do not share your information with third parties.

**Lawful basis:** Legitimate interests

**The reason we use this basis:** to use people's data in ways they would reasonably expect and which have a minimal privacy impact, or where there is a compelling justification for the processing.

**Sharing your information:** We do not share your information with third parties.

**Whatever our relationship with you is, we may also collect, use and store your personal information for the following additional reasons:**

To deal with any enquiries or issues you have about how we collect, store and use your personal information, or any requests made by you for a copy of the information we hold about you. If we do not have a contract with you, we may process your personal information for these purposes where it is in our legitimate interests for customer services purposes; for internal corporate reporting, business administration, statistical analysis, ensuring adequate insurance coverage for our business, ensuring the security of company facilities, research and development, and to identify and implement business efficiencies. We may process your personal information for these purposes where it is in our legitimate interests to do so; to comply with any procedures, laws and regulations which apply to us – this may include where we reasonably consider it is in our legitimate interests or the legitimate interests of others to comply, as well as where we are legally required to do so; to establish, exercise or defend our legal rights – this may include where we reasonably consider it is in our legitimate interests or the legitimate interests of others, as well as where we are legally required to do so;

## HOW LONG WE STORE YOUR PERSONAL INFORMATION

We keep your personal information for no longer than necessary for the purposes for which the personal information is processed. The length of time we retain personal information for depends on the purposes for which we collect and use it and/or as required to comply with applicable laws and to establish, exercise or defend our legal rights.

## YOUR INDIVIDUAL RIGHTS

Under the GDPR your rights are as follows. You can read more about your rights in detail at; <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [[www.ico.org.uk](http://www.ico.org.uk)] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

## INTERNET COOKIES

Our sites use cookies to distinguish you from other users. This helps us to provide you with a good experience when you browse our sites and also allows us to improve our sites.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

The cookies we use are "analytical" cookies. They allow us to recognise and count the number of visitors and to see how visitors move around the site when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

You block cookies by activating the setting on your browser that allows you to refuse

the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies as soon you visit our sites.

## **DATA SECURITY AND PROTECTION**

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

## **TRANSPARENT PRIVACY EXPLANATIONS**

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

## **EMAIL MARKETING MESSAGES & SUBSCRIPTION**

Under the GDPR we use the consent lawful basis for anyone subscribing to our newsletter or marketing mailing list. We only collect certain data about you, as detailed in the “Processing of your personal data” above. Any email marketing messages we send are done so through an EMS, email marketing service provider. An EMS is a third party service provider of software / applications that allows marketers to send out email marketing campaigns to a list of users.

Email marketing messages that we send may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of data such as; times, dates, I.P addresses, opens, clicks, forwards, geographic and demographic data. Such data, within its limitations will show the activity each subscriber made for that email campaign.

Any email marketing messages we send are in accordance with the GDPR and the PECR. We provide you with an easy method to withdraw your consent (unsubscribe) or manage your preferences / the information we hold about you at any time. See any marketing messages for instructions on how to unsubscribe or manage your preferences, you can also unsubscribe from all MailChimp lists, by following this link, otherwise contact the EMS provider.

We hold the following information about you within our EMS system;

- Email address
- I.P address
- Subscription time & date

## CHANGES TO OUR PRIVACY POLICY

We may update our privacy policy from time to time. Any changes we make to our privacy policy in the future will be posted on our website and, where appropriate, notified to you by post or email. Please check back frequently to see any updates or changes to our privacy policy.