

# **AW Graphics and Design Privacy Policy**

This privacy policy sets out how AW Graphics and Design uses and protects any information that you give AW Graphics and Design when you use this website.

AW Graphics and Design is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

AW Graphics and Design may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 21st May 2018.

## **Information we collect**

In running and operating this web site we may collect and process certain data and information relating to you and your use of this site. This data and information is detailed below:

- Details of visits to our web site and the pages and resources that are accessed, including, but not limited to, traffic data, location data and other communication data that may assist us in understanding how visitors use this web site
- Information that visitors provide to us as a result of filling in forms on our web site, such as when a visitor registers for information or makes a purchase.
- Information provided to us when our visitors communicate with us electronically for any reason.

## **What we do with the information we gather**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- For internal record keeping.
- To meet our contractual obligations to you.
- To notify you about any changes to our web site, including improvements, and service or product changes that may affect our web site
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- Finally, we may use your data, or allow carefully selected third parties to use your data, so that you can be provided with information about unrelated goods and services

which we consider are likely to be of interest to you. We or they may contact you about these goods and services by any of the methods that you consented to at the time your information was collected.

- If you are a new customer, we will only contact you or allow third parties to contact you only when you have provided consent and, only by those means you provided consent for.
- If you do not want us to use your data for our or third parties use then you will always have the option to object to such use.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive.

Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other

website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by emailing us at [enquiries@awgraphics.co.uk](mailto:enquiries@awgraphics.co.uk)
- We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.
- If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible. We will promptly correct any information found to be incorrect.

## **Access to Information**

The Data Protection Act 1998 gives all individuals the right to access personal information that is held about them. You can request a copy of any information that we hold about you. Please note that any request for this information may be subject to payment of £10 which covers our administrative costs. Please contact us if you wish to make such a request.

## **Contacting Us**

If you have any questions or queries relating to this Privacy Policy then please contact us at [enquiries@awgraphics.co.uk](mailto:enquiries@awgraphics.co.uk) or call us on 07503 549750.