

PRIVACY NOTICE



TARGET INK LTD.

Who We Are

Target Ink Ltd offers Web development and digital marketing across the following areas: Printed and digital design, bespoke and template based web design, website applications, client relationship management systems and digital marketing including onsite optimisation, content development and promotion, email marketing and off site search engine optimisation.

Purpose of this Notice

At Target Ink, we respect your privacy and this privacy outlines our security measures to protect your personal information.

This notice refers to how personal information is collected and used by Target Ink via our website and IT Services. This policy does not apply to personal information disclosed to other companies even if data is stored by Target Ink. Any queries must be sent direct to the company and dealt with according to their privacy policy.

This privacy notice is written with reference to the Data Protection Act (DPA) 1998 and the General Data Protection Regulation (GDPR) May 2018

Definition of 'Personal Information'

When we refer to personal information, we are referring to any information, which identifies you as an individual. We may only hold and use personal data in your capacity as a consumer, a business customer, or when you visit our website.

What Personal Information do we Collect?

As a service provider, we need to ask you for information that relates to the service you are using or ordering. This includes names and contact details including email addresses and telephone numbers. If you provide information via the 'contact us' or any other interactive feature, you indicate your consent to the use of your personal data as described in this privacy notice.

If you subscribe to our newsletter, via our website, you have the right to cancel at any time.

Customer Data

We will not use, disclose, review or share any customer data unless required to do so by law.

Do We Share Information?

We do not sell or rent any information collected. We only disclose information to comply with any court order or any other legal obligation.

We may use third parties such as Google Analytics to measure the effectiveness of our website and to identify trends and areas for improvement. We may also make enquiries from credit reference agencies. At all times, we will protect your information in accordance with this policy.

Do We Use 'Cookies?'

A 'cookie' is a text file which is allocated by our server to your personal computer when you visit our website.

Cookies help us analyse how visitors use our website, allowing us to continually improve to best meet our visitor's needs. The information generated by the cookie about your use of the website

(including your time and duration of visit, which pages you visited, browser used, IP address etc) will be stored on our server and will not be shared with third parties.

You may refuse the use of cookies at any time by selecting the appropriate settings on your browser.

Protecting your Personal Information

Target Ink has internal policies and controls in place to minimise the risk of your personal data being lost, accidentally destroyed, misused or disclosed, and is not accessed or shared except a) by employees in the performance of their duties; or b) as otherwise explained in this privacy notice. We take appropriate action to protect any data sent to us online using secure encryption.

Calls are recorded for training and quality purposes.

Your Rights

As a data subject you can:

- Access and obtain a copy of your data on request
- Change incorrect or incomplete data
- Request us to delete or stop processing your data

How Long Do We Hold Personal information?

Unless there is a specific legal requirement to keep the information, will retain it for no longer than necessary to complete the purpose of why the data was collected. You may access, correct or delete any personal information you have provided us by contacting us on compliance@targetink.co.uk.

Changes to Our Privacy Notice

Target Ink reserves the right to update this privacy notice as appropriate. To discuss any aspects of our data protection policies, please contact us on 01892 800400 or email us on: compliance@targetink.co.uk.

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