

POP

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Email: enquiries@pop-branding.com

Privacy and cookie policy

This policy describes how we obtain and use your personal data, who has access to your data and why we are allowed to process it by law. We are the controller of the data you provide to us and you have the right to object to us processing it, the methods for withdrawing your consent are detailed in the policy. Please read and consider it carefully.

What data we may collect and why

Personal data is any information that identifies you personally either directly or indirectly. We may collect your contact details (name, email address, telephone numbers) so that we can respond to your enquiry or contact you from time to time in relation to goods and services that may be of benefit to you.

We may also collect your responses to surveys used to improve our service and details of visits to our website via Google Analytics including, but not limited to, traffic data, location data and other communication data including the information you access, whether this is required for our own billing purposes or not.

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 webpage traffic and improve our web site 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 web site, 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 web site.

Below is a list of cookies used on this site, alongside a description of what they do and the time in which they are stored.

wordpress_
WordPress cookie for a logged in user.
Duration: session

comment_author_
WordPress comment cookie.
Duration: 347 days

wp-settings-
WordPress also sets a few wp-settings-[UID] cookies. The number on the end is your individual user ID from the users database table. This is used to customize your view of admin interface, and possibly also the main site interface.
Duration: 1 year

_utma
This cookie keeps track of the number of times a visitor has been to the site pertaining to the cookie, when their first visit was, and when their last visit occurred. Google Analytics uses the information from this cookie to calculate things like Days and Visits to purchase.
Duration: permanent

_utmz
Keeps track of where the visitor came from, what search engine you used, what link you clicked on, what keyword you used, and where they were in the world when you accessed a website. This cookie is how Google Analytics knows to whom and to what source / medium / keyword to assign the credit for a Goal Conversion or an Ecommerce Transaction.
Duration: 6 months

pop_newsletter_notification
Keeps track of whether you have been shown the newsletter sign-up pop up.
Duration: 1 year

wordpress_logged_in_
WordPress cookie for a logged in user
Duration: session

wordpress_test_
WordPress cookie for a logged in user
Duration: session

wordpress_test_cookie
WordPress test cookie
Duration: session

wp-settings-time-
WordPress also sets a few wp-settings-[time]-[UID] cookies. The number on the end is your individual user ID from the users database table. This is used to customize your view of admin interface, and possibly also the main site interface.
Duration: 1 year

PHPSESSID
To identify your unique session on the website
Duration: session

SESS
To ensure that you are recognised when you move from page to page within the site and that any information you have entered is remembered.
Duration: session

To find out more about cookies, and how to remove them, please visit this site: <http://www.wikihow.com/Disable-Cookies>

How we use your personal data

Your personal data is used for the following purposes:

- To provide you with the goods and services requested, in accordance with our Terms and Conditions, either as a new or a returning customer
- The ongoing management of your account (invoicing, etc)
- To let you know of any changes to our Terms and Conditions or Privacy Policy
- To keep you informed of the goods and services we provide, including the introduction of new goods or services
- Direct marketing via SMS, email, post or telephone
- To inform you of any promotional offers we think may be beneficial to you
- To personalise and improve your experience of using our website

- To monitor the use of our website
- To maintain and administer our internal records
- To respond to enquiries, complaints and disputes
- To investigate, detect and prevent fraud and comply with our legal obligations - we may use your personal data only to the extent required in order to enable us to comply with our legal obligations, including for fraud detection, investigation and prevention purposes. This may require us to provide your personal data to law enforcement agencies if they request it

How to request your personal data or withdraw consent for it to be processed

If you want to request a copy of the personal data we hold of yours, please either email enquiries@pop-branding.com with your request or call 01522 837241. To withdraw your consent for us to process your data either email enquiries@pop-branding.com, call 01522 837241 or click the unsubscribe link in our email communications.

Legal grounds for processing

Data protect law requires us to satisfy one or more legal bases for processing your data. These are set out in on the ICO website <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/#ib3>

We rely on the following:

Consent – in some circumstances we process your data based on the record of you giving us consent to do so. This could be for any of the purposes set out in the 'How we use your personal data' section. If you choose not to share some of the required data with us, it could affect the performance of a contract with you and our ability to provide the goods and services requested

Legitimate interests – it is sometimes necessary for us to collect and process your personal data based on our legitimate interests as a business, this could be for any of the purposes set out in the 'How we use your personal data' section as well as helping us better understand our customer base, customising our communication with you, fulfilling our contractual obligations, staff training to improve our customer service, defence of legal claims and improving our marketing activities

Security of your personal data

We will not sell or trade your data and have put in place security measures to protect unauthorised access both online and in our offices based in Lincoln, UK. Your data is stored by 'Processors' on our behalf in order for us to be able to carry out our contractual obligations. These 'Processors' are:

- Cogeco Peer 1
- Heart Internet
- Quickbooks
- Campaign Monitor

These service providers also do not share, sell or trade your personal data and have stringent safety measures to ensure the security of your data. Please refer to each organisation for details of their own privacy policy, for which we have no control. Please also note that in some cases the personal data we collect from

you may (for the purposes set out previously) be transferred outside the European Economic Area (EEA) and such destinations may not have laws which protect your personal data to the same extent as in the EEA. We are required by data protection law to ensure that where we or our 'Processors' transfer your personal data outside of the EEA, it is treated securely and is protected against unauthorised access, loss or destruction, unlawful processing and any processing which is inconsistent with the purposes set out in this Privacy Policy.

How long we keep your data

We retain your personal data for varying lengths of time depending on following factors, but no longer than is necessary:

- The purpose for which it was provided
- Legal obligation(s) under applicable law to retain data for a certain period of time
- Statute of limitations under applicable law
- Potential for dispute
- Actual dispute
- Guidelines issued by data protection authorities

If your data is no longer needed it is securely erased from our systems in-house.

Your rights

Under data protection law you have the following rights as an individual:

- 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
- Rights in relation to automated decision making and profiling.

Which we will comply with, with the allowable exclusions. Please make sure you are aware of the full extent of your rights and the limitations of those rights by obtaining the detailed information from the relevant authority.

How to contact us

If you would like to contact us about any aspect of processing your personal data, please use the following details:

POP Branding
Enterprise@Lincoln
Rope Walk
Lincoln
LN6 7DQ
Tel: 01522 837241
Email: enquiries@pop-branding.com

Links to third-party websites

We may link our website or other communications to third party websites. We have no control over the content of these third-party websites or their privacy policies - they are not covered by this privacy policy so we would recommend familiarising yourself with each website's own policy and advise that you visit entirely at your own risk.

Changes to this policy

This policy was last updated on 17/07/2018, it may change from time-to-time so please make sure you are familiar with the latest version.