



Visual Print  
and Design

# Privacy Policy

## Privacy, Cookie Law and Security

At Visual Print and Design we are committed to protecting your privacy and we comply with the data protection laws applicable to the UK and General Data Protection Regulation (GDPR). This Privacy Policy outlines how your personal information is treated and forms part of our Terms and Conditions.

We monitor visitors on our websites and mobile apps and may use this data to improve our website performance and your experience with personalised content, promotions and campaigns, both on the website and through triggered email, SMS and direct mail (but only where you have agreed to these channels).

We collect information about your IP address, which may be used to detect the organisation or ISP connecting to the site and an approximate geographic location.

If you are a customer or known contact you may be identified as having visited the site by virtue of either clicking through on emails, logging in or registering to use the website.

### We collect information in two ways

Directly from you:

- When you fill in any enquiry form.
- When you email, call or write to us for further information.
- When you complete the questionnaire information.
- Indirectly from you.

When you visit this site:

- When you visit other sites within the Group.
- When you respond to one of our emails, mailings or other promotions.

### What Information do we collect?

We collect directly your company, name, address, telephone & email details, plus any questionnaire information.

Indirectly we record which pages on the site you visit, and which emails, mailings or other promotions you respond to.

### Why do we collect it?

To improve this site by determining how it is being used, and which areas are relevant or not.

## Sharing Information

We will not share your personal details such as name, address, email, telephone etc, or information about your business, with any organisation other than our own.

We may share statistical information (which is not personally identifiable) with other organisations, for example we may publish a report showing the response rates to an email campaign by business sector.

## Security

We will take every precaution to protect your personal information. You must not share your password for any message services or Portal access. Your passwords and the answers to any secret questions are your responsibility and must not be disclosed to any third party. This is also important for your own protection. We cannot accept responsibility for any unauthorised access or loss of personal information that is beyond our control.

Our website contains links to other websites, you should be aware that we are not responsible for the privacy practices on other sites.

## Cookies

This web site uses cookies so that we can provide you with the best user experience and to deliver appropriate content and marketing communications that are relevant to you via a number of mediums. By continuing to browse this site you are consenting to the use of these cookies.

### What are cookies?

Cookies are very small text files that are stored on your computer when you visit websites. We use cookies to ensure we give you the best experience on our website

### How do cookies work?

The information stored by cookies allows people to use the details to tailor pages specific to users or the page can use the data in the cookie to carry information from one visit to the website or related site, to the next.

Cookies only use data that has been volunteered by the user or that a webserver already has stored.

## Which cookies are we using?

There are cookies present on [www.visualprint.co.uk](http://www.visualprint.co.uk) that relate to the browsing sessions itself.

## Web Analytics

Visual Print and Design use A1webstats for the purpose of monitoring website performance and at no point will A1webstats be used to track or collect personally identifiable information of visitors to the site.

We may also collect information about Your IP address, which may be used to detect the organisation or ISP connecting to the site.

If you are a known contact or customer of Visual Print and Design you may be identified as having visited the site by virtue of either clicking through on emails, logging in or registering to use the service.

## Subject access

You have the right to see what personal data we hold about you. To obtain a copy of the personal information we hold about you, please write to us at

Data Protection Office  
Visual Print and Design  
Unit 1 Checkpoint Court  
Lincoln  
LN6 3PW.

You also have the right to inform us if any of it is inaccurate so that we can correct it, or to delete your data.