

## Label-form Privacy Notice for Customers

The company is committed to being transparent about how it collects and uses the personal data of its Customers, in accordance with the General Data Protection Regulations (GDPR), and to meeting its data protection obligations. This policy sets out the company's commitment to data protection, and individual rights and obligations in relation to personal data.

### Definitions

Personal Data relates to an individual who can be identified from that data. Identification can be by the information alone or in conjunction with any other information in the data controller's possession or likely to come into such possession. The processing of personal data is governed by the General Data Protection Regulation (GDPR)

### Data Controller

Label-form Limited is the data controller, which means it decides how your personal data is processed and for what purpose.

### Data Protection Principles

The company processes personal data in accordance with the following data protection principles:

- a) Processes personal data lawfully, fairly and in a transparent manner.
- b) Collects personal data only for specified, explicit and legitimate purposes.
- c) Processes personal data only where it is adequate, relevant and limited to what is necessary for the purposes of processing.
- d) Keeps accurate personal data and takes all reasonable steps to ensure that inaccurate personal data is rectified or deleted without delay.
- e) Keeps personal data only for the period necessary for processing.
- f) Adopts appropriate measures to make sure that personal data is secure, and protected against unauthorised or unlawful processing, and accidental loss, destruction or damage.
- g) We comply with the relevant GDPR procedures for international transferring of personal data.

### Subject access requests

You have the right to make a subject access request. If you make a subject access request, the company will inform you:

- a) Whether or not data is processed and if so why, the categories of personal data concerned and the source of the data if it is not collected from the individual.
- b) To whom the data is or may be disclosed, including to recipients located outside the European Economic Area (EEA) and the safeguards that apply to such transfers
- c) For how long the personal data is stored (or how that period is decided)
- d) The right to rectification or erasure of data, or to restrict or object to processing

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- e) The right to complain to the Information Commissioner if they think the company has failed to comply with data protection rights
- f) Whether or not the company carries out automated decision-making and the logic involved in any such decision-making.

### **Types of Data Held**

We will only hold specific data on our customers in order to carry out effective and efficient processing. This will include personal details such as Name, Address, Telephone number, email address and any other details that are relevant for processing Customers orders.

This information will be kept securely within our accounts and MIS programmes, which are only accessible by Label-form personnel with sufficient job related rights.

### **Who we share your Data With**

Label-form employees, who have a responsibility for job related administration procedures, will have access to your data which is relevant to their function. All employees are trained to ensure any data they process is in line with GDPR.

We only share data with third parties for necessity to fulfil the contract between us. Third parties must have the appropriate technical and organisational measures to ensure data security.

We do not share your data with bodies outside the European Economic Area, and we do not share your data with third-parties for marketing purposes.

### **Lawful Basis for Processing**

The types of data processing we undertake and the lawful basis we rely on in the performance of the Contract that is between Label-form and its Customer is:

- a) Quotes via post, email, telephone calls or in person
- b) Sending goods by mail, carrier or in person
- c) Invoicing and general administration and communication via post, email, telephone or in person
- d) Responding to emails and telephone calls during the course of the contract
- e) Using Bank information supplied in order for online bank payments to yourself, if necessary

### **Data security**

The company takes the security of personal data seriously. The company has internal policies and controls in place to protect personal data against loss, accidental destruction, misuse or disclosure, and to ensure that data is not accessed, except by employees in the proper performance of their duties. Where the company engages third parties to process personal data on its behalf, such parties do so on the basis of written instructions, are under a duty of confidentiality and are obliged to implement appropriate technical and organisational measures to ensure the security of data.

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## Consent

Where you have provided consent to our use of your data, you also have the right to withdraw that consent at any time. This means that we will stop processing your data.

## Customer responsibilities

Customers are responsible for helping the company keep their personal data up to date. They should let the company know if data provided to the company changes, for example if a customer moves premises or changes telephone numbers or email addresses.

## Training

The company will provide training to all individuals about their data protection responsibilities as part of the induction process and at regular intervals thereafter.

Individuals whose roles require regular access to personal data, or who are responsible for implementing this policy or responding to subject access requests under this policy, will receive additional training to help them understand their duties and how to comply with them.

## Retention Periods

We will only keep your data for as long as needed for the duration of our relationship or for a maximum of 7 years for legal purposes. We may keep your data for longer where this is necessary for legal, statistical or historical research purposes. However, we will ensure all personally identifiable information is removed where technically feasible and we will maintain the security and protection of any information we hold.

## Changes to our Privacy Notice

Our policy will be regularly reviewed and updated, where necessary. This policy was last reviewed in May 2018.

## Making a Complaint

If you are concerned that we are not using your information correctly, please contact the Data Compliance Officer (details below).

If you believe your data rights have been breached, you are able to raise your concerns with the Information Commissioner (ICO). Contact details are for ICO is Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF or by telephone on 0303 123 1113 or 01625 545 745 if outside the UK.

## Data Protection Compliance

Our appointed compliance officer in respect of our data protection activities is:

Debbie Mellett - Managing Director  
01628 593311 - [debbiem@label-form.co.uk](mailto:debbiem@label-form.co.uk)

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