

## The Studio 4 Creative Ltd - Data Protection Policy

### Introduction

At The Studio 4 Creative Ltd we take the responsibility of looking after your personal data seriously. In line with new General Data Protection Regulation, we would like to outline our policies with regards to data protection. If any clients have questions in relation to the management of their personal information, data storage, retention periods and disposal methods, please contact us directly using the details below:

1. **By email:** [contact@thestudio4.co.uk](mailto:contact@thestudio4.co.uk), 2. **By telephone:** 01952 234004, 3. **By post:** The Studio 4, Grosvenor House, Central Park, Telford TF2 9TW

### Data Collection

For the purposes of our services

- Personal data in relation to our clients may be gained from multiple places – contact forms, contact with our employees, emails, online checkouts or from publicly available sources such as your website. This information may include (but not be limited to) the following type of personal identifiable information:

Name, job title, company, postal address, email address, telephone number. This can also include information provided from you about other colleagues were we assume you have permission from them to share this data.

For the purpose of client direct mails

- If a client engages us to carry out a direct mail campaign (acting on their behalf), they must provide a list of data, to process through our email marketing platform. They are responsible for making sure that any list supplied complies with all data protection legislation. All data will be held on our servers for a period of 3 months for statistical purposes and will then be deleted.

For the purposes of eCommerce platforms

- All data collected from eCommerce stores are owned by the client and may not be shared with third parties. We do not store credit card information on our servers. All payments are processed by a nominated third party payment processor agreed with the client prior to implementation.

### Data Management

- We will take specific steps as required by applicable data protection laws to ensure that appropriate security measures are put in place, to protect your personal information from unlawful and unauthorised processing and accidental data breaches or destruction.
- We will retain client's information for as long as necessary to comply with the active. agreement between the buyer and seller. Once the agreement has ended, we hold their data for 3 years, unless requested by the client to be removed from our database.
- We do not share personal information with companies outside of The Studio 4 Creative Ltd other than those who have a part in the running of the client's business activities. These companies use the information provided solely for this purpose and at no time will the information be used for commercial gain.
- All intellectual property hosted by The Studio 4 Creative Ltd belongs to the client once any related invoices have been paid in full.
- Direct mail lists that we have obtained through an agreement with our clients will be held for a period of 3 months after the email has been sent and then the information will be deleted from our system.

### Your responsibility

- It is expected that all clients will keep secure the login name and password specified on your online customer order form. It is part of any agreement with us that this information is not passed to any unauthorised person or third party. The Studio 4 Creative Limited will not be held responsible for any data breach in the event that your login name and password is used by any unauthorised person or company. You also agree to indemnify The Studio 4 Creative Ltd against any charges or costs that may arise from any breach.
- That you make regular back-ups of your data and files that are used in connection with the service by The Studio 4 Creative Ltd.
- You do not upload any virus to the website which could infect our server or other equipment;
- You do not upload any material that infringes the intellectual property rights of any other party. We accept no responsibility for your actions in either uploading material to the Internet or in your transferral of any material to other websites (or vice versa);
- You do not upload any material that may be considered to be contrary to public decency and morality including (but not limited to) pornographic, barbaric and overtly tasteless material. We reserve the right to randomly inspect the Web Site and in the event that any unauthorised material has been uploaded to that Web Site, we reserve the right to inform the relevant authorities and to terminate this Contact forthwith;
- You do not use our servers or network to send unsolicited or spam e-mail to other Internet users regardless of whether we are referred to or not either directly or indirectly in such postings. Failure to meet this obligation would result in the termination of any contract without refund.

### Your rights in relation to personal data

Under the data protection legislation, you have a number of important rights:

- The right to be informed
- The right to erasure
- The right to object
- The right of access
- The right to restrict processing
- Rights in relation to automated decision making and profiling.
- The right to rectification
- The right to data portability

To read more about your rights, visit: <https://ico.org.uk/fororganisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the above rights please contact us, using the details above.

### Updates to this policy

- This data protection policy is held on our website or can be provided on request. We may update this policy from time to time and you may check to see if any changes have been made by referencing the data of the last update at the foot of this policy.

**This policy was last updated: May 2018.**