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PRIVACY POLICY (GDPR)

The purpose of this privacy policy (GDPR) is to help you understand what information we may collect about you/your company and how we use it.

ABOUT ASHLEY PRESS LTD

Ashley Press Ltd is a family run, general commercial printer, providing digital, lithographic and wide format printed material since 1932.

Ashley Press Ltd is the data controller of personal/company data you provide to us on an individual basis.

We act as a data processor on behalf of our customers when required to do so, for the purposes of fulfilling print requirements (i.e. mailing and personalised print).

We are committed to protecting and respecting your privacy and of data supplied for the purpose of printing. We will ensure that any processing of your data is secure, only used for the stated purpose and handled in accordance with the EU General Data Protection Regulation (GDPR - 2016/679).

USE OF PERSONAL INFORMATION

We process personal/company information for the purposes of:

- Providing and personalising our services to your needs
- Dealing with your enquiries, quotes, requests, orders and invoicing
- We will never contact you with special offers or marketing via email or post although you can like us on Facebook or follow us on Twitter for any news or special offers
- If you are an ordering customer, as a thank you for your continued business, we will provide you with an Ashley Press calendar at the beginning of the year. You can request to be taken off this list at any time.
- We only store your contact details for the purpose of invoicing and related administration it is kept to a minimum i.e. Company Name, Relevant Contacts, Address, Phone numbers and email addresses for emailing invoices only.

When contacting you for the above purposes we may do so by phone, post or email, unless you tell us otherwise. You may opt-in and opt-out from receiving any information listed above at any time by emailing sales@ashleypress.co.uk or in writing to address below.

If you wish to find out what information we hold on you or your company at any time, please contact us for that information.

INFORMATION COLLECTED

We only collect personal information that is relevant for our stated purposes. Information about you, such as your name, your business telephone number, email and postal address or any information that is in the public domain (for example, on a website).

If you contact us, we may keep a record of that correspondence and will be deleted after a maximum of 18 months (unless instructed by yourself).

We collect information from visitors to our website through the use of online forms, email hyperlinks and every time we are emailed through the website.

LEGAL BASIS TO PROCESS YOUR PERSONAL DATA

The GDPR allows personal data to be legally collected and used if it is necessary for a legitimate interest of Ashley Press, provided it is fair and balanced and does not unduly impact the rights of individuals. Having conducted a Legitimate Interests Assessment (LIA) Ashley Press Ltd has concluded that our legitimate interest in collecting and processing personal data is justified by the purpose, necessity and balance of interests.

PASSING YOUR INFORMATION

Your personal data will never be passed on to any other party outside Ashley Press Ltd, other than rare occurrences when contracted parties acting directly upon our instructions, and in compliance with our GDPR policy.

DATA RETENTION

As a Data Controller, we will only retain your personal data for as long as it is associated with a business in our database in relation to design, print, or accounts interest. Thereafter, we will delete your data by removing along with any identifiable information. We review our data typically every 12-18 months.

DATA SUPPLIED FOR PRINTING BY ASHLEY PRESS LTD

When printing basic database driven items such as direct mailing etc. on behalf of our customers, we print with the understanding that all database information given to us to print has been provided from reliable and GDPR compliant sources.

If we believe the information supplied may not be GDPR compliant we reserve the right to cancel the order without notice and of immediate effect. We may also request from the supplier legitimacy or proof of legitimacy of database supplied for us to print.

We request all databases supplied are password protected with password sent in separate email or by phone etc.

Ashley Press Ltd in return will never pass on details of databases supplied to any 3rd party and all details relating to the database supplied will be removed from our system within 10 working days of the completed database driven print job.

YOUR RIGHTS

- You have the right to see a copy of any personal information which is held by Ashley Press Ltd about you. To do so, please make a request in writing to: Ashley Press Ltd, Unit 2 Brixey Business Park, 18-26 Fancy Road, Poole, Dorset BH12 4PZ.
- You may request us to rectify or block the processing of your personal data if that personal data is no longer accurate.
- You have the right to be deleted by Ashley Press. At your request we will delete all information we have about you and any emails sent or received in relation to yourself or company.

Should you wish to raise a complaint with the Information Commissioner's Office in the UK regarding our handling of your personal data, they can be contacted at <https://ico.org.uk/concerns/>

INTERNET-BASED TRANSFERS

Given that the Internet is a global environment, using it to collect and process personal data necessarily involves the transmission of data on an international basis. For example, the data you pass to us may be processed outside the European Economic Area, although the data will always be held securely and in line with the requirements of UK data protection legislation. By communicating electronically with us, you acknowledge and agree to our processing of personal data in this way.

This privacy policy was last reviewed in April 2018 and is subject to change from time to time.

Peter Jones
Director, Ashley Press Ltd