



Data Protection and Privacy Policy

This data protection and privacy policy has been compiled to better serve those who are concerned with how their personal information is being used. Please read our policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your information. Your personal data is processed lawfully, transparently and for a specific purpose. Once the purpose has been fulfilled and the data is no longer required it will be deleted. Your consent is obtained in accordance with your request. You can consent to your information being used by ticking the tick box on enquiry forms and surveys. By signing a quote or order acknowledge you are consenting to us keeping your personal information for warranty and defect purposes.

Our Privacy Promise

We promise:

- To keep your data safe and private
- Not to sell your data
- To give you ways to manage and review your marketing choices at any time.

How the law protects you

As well as our Privacy Promise, your privacy is protected by law. The Data Protection Law says that we are allowed to use personal information only if we have a proper reason to do so. The law says we must have one or more of these reasons:

- To fulfil a contract we have with you, or
- When it is our legal duty, or
- When it is in our legitimate interest, or
- When you consent to it.

A legitimate interest is when we have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If we rely on our legitimate interest, we will tell you what that is.

Here is a list of all the ways that we may use your personal information, and which of the reasons we rely on to do so.

Your Personal Information	Our Reason	Our Legitimate Interest	What we do with your information
Name, address, post code, telephone number and email address from quote and ordering processing	Your consent Fulfilling contracts Our legitimate interests Our legal duty	Being efficient about how we fulfil our legal and contractual duties.	Keep it for 10 years in a locked away storage.



Card receipts	Your consent Fulfilling contracts Our legitimate interest	Being efficient about how we fulfil our legal and contractual duties.	Keep it for 10 years in a locked, password protected safe.
Signing up to our mail list.	Your consent Our legitimate interest	Working out which of our products and services may interest you and telling you about them. Developing products and services and what we charge for them. Defining types of customers for new products or services.	Store it on a password protected database.
Commenting on Cre8a's posts through the internet.	Your consent Our legitimate interest	Working out which of our products and services may interest you and telling you about them. Developing products and services and what we charge for them. Defining types of customers for new products or services.	Reviewed and analysed. Is displayed on the internet indefinitely.
Cookie data	Your consent Our legitimate interest	Working out which of our products and services may interest you and telling you about them. Developing products and services and what we charge for them. Defining types of customers for new products or services.	Analyse the information on Google and Facebook Analytics on a secure password protected computer.
Ebay	Your consent Our legitimate interest	Working out which of our products and services may interest you and telling you about them.	Reviewed and analysed. Is displayed on the internet indefinitely.

What personal information do we collect?

When ordering or registering on our site, as appropriate, you may be asked to enter your name, email address, phone number, address, post code, IP addresses or other details to help you with your experience. We collect information from you when a quote or an order has been requested.

When do we collect information?

We may collect personal information about you when you give it to us by:

- When you apply for our products and services
- When you talk to us on the phone or in branch

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- When you use our websites or webchat
- In emails and letters
- In customer survey's
- If you take part in our competition or promotions

How do we use your information?

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To allow us to better service you in responding to your customer service requests or any questions.
 - To administer a contest, promotion, survey or other site feature.
 - To quickly process your transactions.
 - To send periodic emails regarding your order or other products and services.
 - To follow up with them after correspondence (live chat, email or phone inquiries)

We may use your information and get in contact to fill out a customer satisfaction form, put you onto our mail listing, create custom audiences, analytic purposes and to keep your information for warranty reasons. If you have an issue in the future regarding your purchase we would need to trace your information back to the order so we can deal with your problem as efficiently as possible.

How do we protect your information?

We do not use vulnerability scanning and/or scanning to PCI standards.

We only provide articles and information. We never ask for credit card numbers.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of people who have special access rights to such systems, and are required to keep the information confidential. We do not pass your information onto a third party.

Paperwork is stored locked away and at night is protected by the alarm system on the building.

We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

Do we use 'cookies'?

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We do use cookies for tracking purposes

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some of the features that make your site experience more efficient may not function properly.

To find out more about how we use cookies please see our cookie policy at <https://www.cre8a.co.uk/cookie-policy/>

Third-party disclosure

We do not sell or trade to outside parties your personal data.

We may need to share your personal information with other organisations to provide you with the product or service you have chosen to meet:

- The performance of the contract
- Compliance with legal obligation
- Consent

Your personal data will be passed onto a third party if the business was sold. All data and records would be transferred to the new company to fulfil your contract and for legitimate reasons.

Third-party links

We do not include or offer third-party products or services on our website.

Marketing

We may use your personal information to tell you about relevant products and offers. This is what we mean when we talk about “marketing”.

The personal information we have for you is made up of what you tell us and data we collect when you use our services or from third parties we work with.

We study this to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products or services and offers may be relevant for you.

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We can only use your personal information to send you marketing messages if we have either your consent or a “legitimate interest”. That is when we have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

You can ask us to stop sending you marketing messages by contacting us at any time.

Google

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We use Google AdSense Advertising on our website.

Google, as a third-party vendor, uses cookies to serve ads on our site. Google's use of the DART cookie enables it to serve ads to our users based on previous visits to our site and other sites on the Internet. Users may opt-out of the use of the DART cookie by visiting the Google Ad and Content Network privacy policy.

We have implemented the following:

- Demographics and Interests Reporting
- DoubleClick Platform Integration

We, along with third-party vendors such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together to compile data regarding user interactions with ad impressions and other ad service functions as they relate to our website.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising Initiative Opt Out page or by using the Google Analytics Opt Out Browser add on.

In addition, we will be prepared to address any requests made by our customers related to their expanded individual rights under the GDPR:

The right to be forgotten: Individuals have the right to demand their data is deleted if it's no longer necessary to the purpose for which it was collected. They can demand the data is erased if they have withdrawn their consent for their data to be collected or object to the way it is being processed. We can delete individual subscribers upon their request at any time. Individual subscribers may contact us directly to request deletion of their data.

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The right to object: An individual may prohibit certain data uses. We will keep record of how and when an individual gave consent and you have the right to withdraw the consent whenever they want.

The right to rectification: An individual may request that incomplete data be completed or that incorrect data be corrected.

The right of access: Individuals have the right to know what data about them is being processed and how. Our Privacy Policy describes what data we collect and how we use it. As mentioned above any of our subscribers or contacts may contact us directly to request access information that we hold about them.

The right of portability: Individuals may request that personal data held by one organisation be transported to another.

You can withdraw your consent at any time. Please contact us if you want to do so. If you withdraw your consent, we may not be able to provide certain products or services to you.

There may be legal or other official reasons why we need to keep or use your data. But please tell us if you think that we should not be using it.

How does our site handle Do Not Track signals?

We honour Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

Does our site allow third-party behavioural tracking?

It's also important to note that we allow third-party behavioural tracking

COPPA (Children Online Privacy Protection Act)

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

Do we let third-parties, including ad networks or plug-ins collect PII from children under 13?

Fair Information Practices

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The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify you via email

- Within 7 business days

We will notify the users via in-site notification

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

CAN SPAM Act

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

To be in accordance with CANSPAM, we agree to the following:

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

Security Breach

Fair Share Group Limited ensures that all reasonable steps are taken to prevent security breaches within the infrastructure. In the event of a security breach, the following guidelines of GDPR, a breach would need to be reported to ICO (Information's Commissioners Office). Whilst Fair Share Group Limited is willing to help and offer advice, we cannot accept any liability resulting from a breach that has occurred through client

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actions, as it is the responsibility of the client to manage and secure data to suit the needs of their business in line with current and future legislation.

If at any time you would like to unsubscribe from receiving future emails, you can email us at

info@highsealfsg.co.uk and we will promptly remove you from **ALL** correspondence.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us. If you are unhappy with how we have used your personal informal please let us know.

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