

**client  
privacy.**



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making your mark in retail

# Client Privacy Statement.



Etch Creative  
320 Garratt Lane  
Earlsfield London  
SW18 4EJ

## **Etch Creative Privacy Policy**

This privacy policy sets out how Etch Creative uses and protects any personal data that you share with us and that we hold about you, including how we collect, process, protect and share that data. We may change this policy from time to time by updating this page in line with governing legislature.

### **What data do we collect?**

Etch Creative may collect the following information from both potential and current clients:

- Name and job title
- Contact information including telephone number and email address
- Drawings or graphic elements of your projects and products
- Location and spatial data including photographic and measured survey information of your site or property.
- Any other information relevant to your project.

### **When and how do we gather the information?**

We will gather information once we receive an enquiry from you for our services and will continue to collect data during the course of our appointment. This data may be collected through our website, emails, phone calls and site visits, the data collected will solely be for the purposes of your carrying out the works for your project.

### **What we do with the information we gather?**

The data we collect may be used for the following activities:

- Development of design or manufacturing projects relevant to the specific client and project.
- Internal forecasting and business development purposes.
- From time to time we may contact clients for market research purposes for Etch Creative. We may contact you via email, phone or mail.
- With your permission, we may use your project information for marketing purposes such as publications or competitions.

### **Why do we need your data?**

We require the information for internal record keeping, to develop projects for our clients and to understand our clients' needs, which in turn will improve the services offered to our clients both existing and future clients.

### **Sharing information?**

We will keep the information about you confidential and we will only disclose your information with other third parties with your express consent with the exception of the following categories of third parties:



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- Insurance companies, loss assessors, regulatory authorities and other fraud prevention agencies for the purposes of fraud prevention, to comply with the anti money laundering act and to comply with any regulatory issues and disclosures;
- Any manufacturing or printing agents, contractors and consultants that provide a service to us or act as our agents on the understanding that they keep the information confidential;
- Anyone to whom we may transfer our rights and duties under any agreement we have with you;
- Any legal or crime prevention agencies and/or to satisfy any regulatory request if we have a duty to do so or if the law allows us to do so.

#### **How long will the data used and stored be stored for?**

We keep information in line with our retention policy. These retention periods are in line with the length of time we need to keep your personal information in order to manage and administer your project and handle any insurance claims or request for assistance made by our Professional Indemnity insurers. They may also take into account our need to meet any legal, statutory and regulatory obligations. In all cases our need to use your personal data will be reassessed on a regular basis and information which is no longer required will be disposed of.

#### **What Security procedures are in place?**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

#### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

#### **Complaints**

Any clients who have any complaints or concerns regarding the use of their personal data can contact us directly by email at [matt@etchcreative.co.uk](mailto:matt@etchcreative.co.uk)

#### **Subject Access Request (SARs)**

You have the right to review any data, which Etch Creative holds about you, or to have your data deleted, this is known as the "Right to be forgotten". Should you wish to review the data that we hold for you in our secure files or you wish to have your data deleted, please contact [matt@etchcreative.co.uk](mailto:matt@etchcreative.co.uk)