



## Changes to our Privacy Statement

If we modify our Privacy Statement, we will post the revised statement here [vivid-online.com](http://vivid-online.com)

with an updated revision date. If we make significant changes to our Privacy Statement that materially alter our privacy practices, we may also notify you by other means, such as sending an email or posting a notice on our corporate website and/or social media pages prior to the changes taking effect. This Privacy Statement was last updated on 18-May-18. The website is the primary source of our privacy policy and the version on the website is our current policy which supersedes all earlier policies with immediate effect.

How we use your data:

(examples of how we use data include):

- Customer Experience
- Transaction Support
- Product Support & Improvement
- Administration & Communications
- Security
- Business Operations
- Research & Innovation
- Advertising
- Compliance with Law

Compliance with applicable laws, regulations, court orders, government and law enforcement requests, to operate our services and products properly and to protect ourselves, our users and our customers and to solve any customer disputes.

What data do we collect?

Personal data is any information that personally identifies you or from which you could be identified either directly or indirectly. We may collect your personal data through your use of Vivid Laminating Technologies Ltd Services or during interactions with our representatives.

The personal data we collect from you depends on the nature of your interaction with us or on the Vivid Laminating Technologies Ltd you use, but may include the following:

Contact data - We may collect personal / business contact information, including your first name, last name, mailing address, telephone number, fax number, email address and other similar data.

Payment data – We collect information necessary for processing payments and preventing fraud; including credit/debit card numbers, security code numbers and other related billing information.

Account data – We collect information such as how you purchased or signed up for Vivid Laminating Technologies Ltd transaction, billing and support history and anything else relating to your account.

Location Data – We collect geolocation data when you enable location-based service or when you choose to provide location related information during product registration or when interacting with our website. Additional information from you, such as your IP address and information about your browser or operating system and may combine information about you with information from other companies in data sharing cooperatives in which we participate.

Social Media Data – We may provide social media features that enable you to share information with your social networks and interact with us on various social media sites. Depending on the features, you may result in collection of sharing information about you. We encourage you to review the privacy policies and settings on the social sites you use to make sure you understand- the information that is being collected, used, and shared by those sites.

Preferences – We collect information about your preferences and interests as they relate to Vivid Laminating Technologies Ltd and how you prefer to receive communication from us. How we share data:

We will only share your personal data, when applicable, only with the appropriate contractual obligations in place.

#### CHOOSE NOT TO PROVIDE DATA:

You are not required to share the personal data that we request, however, if you choose not to share the information, in some cases we will not be able to provide you with Vivid Laminating Technologies Ltd, certain specialised features or be able to effectively respond to any queries you may have.

#### Your rights:

- To be informed about how we use your personal data (the purpose of this privacy statement)
- To update your personal data. You can update amend your information
- To ask to delete your personal data. However, there may be circumstances where we are legally entitled to retain it;
- To get a free copy of your personal data. Subset of your data (limited to data that may have been provided to us) is available in a machine-readable format if required;
- To object to the processing of your data and have it restricted. There may be circumstances where you ask us to restrict the processing of your information, but we are legally entitled to refuse
- To review some automated decision-making or profiling (automated processing to determine certain thing about you)

- The right to make a complaint to the information Commissioner ([www.ico.org.uk](http://www.ico.org.uk)) if you think that any of your rights have been infringed by us.

How to change Marketing preferences:

It is never our intention to 'spam' our customers and therefore we only send occasional relevant messages that we hope and believe you will find interesting. However, we respect your right to opt-out and you can do so at any time. Our marketing emails will always contain an unsubscribe option but alternatively you can write to us to ask us to stop all marketing messages either electronic, telephone or written.

How we ensure data is secure:

Vivid Laminating Technologies Ltd is committed to keeping your data secure. We use a variety of security technologies and procedures to help protect your personal data from unauthorised access, use or disclosure.

Exercising your rights and contacting us:

If you would like more information or would like to raise any queries with us in relation to your information, you can contact us by writing to the Data protection Officer at:

Data Protection Officer  
Vivid Laminating Technologies Ltd  
Matrix House  
Norman Court  
Ivanhoe Business Park  
Ashby de la Zouch  
Leicestershire  
LE65 2UZ

Resolving privacy issues

We will always try our best to resolve any data privacy issues you may have. You have the right to refer any data privacy issue to the Information Commissioner's Office at any time

Our privacy principles

We have an accountability-based program and are committed to the following principles, which are based on internationally-recognised frameworks and principles of privacy and data protection:

- ✓ Lawfulness, Fairness & Transparency
- ✓ Notice & Choice of Data Use
- ✓ Data Access

- ✓ Data Integrity and Purpose Limitation
- ✓ Data Security
- ✓ Accountability for Onward Transfer