



PRIVACY POLICY

Effective from: 1st January 2024

This privacy policy relates to the storage and use of personal data and information between you and Fullform (trading as HJC Design Ltd).

Your privacy is important to us at Fullform.

The privacy policy is designed to enhance your understanding of our online and digital media information practices, allowing you to make informed choices about the collection and use of your data and personal information.

If you have any questions in regard to any elements of this policy, please contact us at info@fullform.co.uk

This privacy policy applies to all personally identifiable information collected or submitted on all brand websites owned by the company Fullform.

To make this privacy policy accessible, it has been made available on our website and is also available upon request. Although our website may provide links to third-party websites, they are not covered by this privacy policy.

Fullform assumes no responsibility for the privacy or security of information you provide to any third party through linked websites, or any other means.

By using our website you agree that you have reviewed and understood our Privacy Policy to your full satisfaction, and agree that Fullform is permitted to use your personal information as set forth below.

1. WHAT PERSONAL INFORMATION DO WE STORE, AND WHY

During the proposal, quotation and ordering process, personal information is requested to obtain the most complete contact information for the administration of your account.

Please note that we will only request data that is necessary for the purposes outlined below.

1:1 THE PERSONAL DATA WE COLLECT

The personal data we will collect about you is shown below, but not restricted to:

- **CONTACT DATA** including forenames, last name, work address (home address if this is used for business deliveries), email address and telephone numbers.
- **FINANCIAL DATA** including your chosen business bank account details and credit checks.

- **TRANSACTIONAL DATA** including payments made for products and services you have purchased from us.
- **MARKETING AND COMMUNICATIONS DATA** including your preferences in receiving marketing from us and your communication preferences.
- **TECHNICAL DATA** including location, IP address and domain details presented by your chosen internet device or browser.
- **PROFILE AND USAGE DATA** presented through analytic profilers such as Google Analytics.

1:2 HOW DO WE COLLECT YOUR PERSONAL DATA

Personal data is collected by us using the following methods:

- Direct interactions with our team, phone, email.
- Automated technologies or interactions with our website.

1:3 WHAT WE DO WITH YOUR PERSONAL DATA

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to improve our products and services.
- We may send promotional emails about activity and events, special offers or other information which we think you may find interesting using the email address which you have provided with your consent.
- We may also use your information to contact you for market research purposes by email, phone, or mail.

1:4 MARKETING COMMUNICATIONS

By providing us with your business contact details you may receive related marketing information about Fullform and the services we offer.

Your personal information will not be passed to any third-party organisation for marketing purposes.

You can opt-out of receiving these types of communications at any time by contacting us via email at info@fullform.co.uk, or by clicking on the relevant link in email communications you receive from us, or by visiting our unsubscribe page.

1:5 DATA SECURITY

Appropriate security measures are in place to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way.

Although we are subscribed to industry standard cyber protection software, even with such measures, no one is able to guarantee that unauthorised third parties will not be

able to bypass these measures or otherwise capture information you provide via digital media.

If your information is compromised, this will be reported to the applicable regulator, where we are legally required to do so, as a data breach on our systems and you will be notified of this breach.

2. TRANSFER TO UNRELATED THIRD PARTIES

Access to personal information by third parties may occur, but this will only be given where needed for the execution of services for you on the basis it will be kept confidential and secure.

Other circumstances where your personal information is transferred (but not restricted to), may be if we would sell our business. In such circumstances, personal information in our databases may be included among the transferred assets.

3. REQUEST, CHANGE OR REMOVAL OF YOUR PERSONAL INFORMATION

You can request, have amended or corrected any personal information we hold on our systems by email us at info@fullform.co.uk including in the subject line "Privacy Policy: Data Request" followed by your request.

3:1 REMOVAL OF DATA

You can request the removal of your personally identifiable information from our databases by requesting a "Removal of Personal Information". To do this, please email us at info@fullform.co.uk including in the subject line "Privacy Policy: Data Request" followed by your request.

3:2 REMOVAL OF DATA

You have the right to object to us processing your personal data where it is:

- Based on our legitimate interests (for the purposes described in this privacy statement) unless we can demonstrate compelling grounds as to why the processing should continue in accordance with data protection laws.
- For direct marketing purposes.

Please be aware by exercising this right we may no longer be able to continue to provide our products or services to you.

4. CHANGES TO THIS POLICY

We reserve the right to make changes to this Privacy Policy. Please check regularly to ensure that you are aware of any changes in our privacy practices.

Our Privacy Policy will indicate the date it was last updated. If at any point we decide to use personally identifiable information in a manner different from that stated at the time it was collected, we will notify you via e-mail at the last email address you have provided to us.

You will have a choice as to whether or not we use your information in this different manner. If you elect not to allow us to use your information in this different manner, we will continue to use such information in accordance with the privacy policy under which the information was collected.