



Privacy notice

We at **Gidden Place** take your personal Data seriously. In association with our Data Protection Policy, Guidelines & Procedures, this notice sets out the types of data that we collect about you, how we collect it, and manage it, your statutory rights, in accordance with the GDP Regulations.

We may update this privacy notice from time to time, to ensure it is always up to date and accurate. Any changes we make will be posted on this document and we will communicate any significant changes to you.

1. Scope

All data subjects, whose personal data is collected, is done so in line with the requirements of the EU GDPR.

2. Responsibilities

- The GDPR Owners are responsible for ensuring that this notice is made available to data subjects prior to **Gidden Place** collecting/processing their personal data.
- All Employees of **Gidden Place**, who interact with data subjects, are responsible for ensuring that this notice is drawn to the data subject's attention and their consent to the processing of their data is secured.

3. Privacy notice

3.1 Who are we?

Gidden Place have over 40 years in the business of producing fine quality images and graphics to the architectural, building and development industry.

Our GDPR Owner and data protection representatives can be contacted directly here:

Gidden Place Ltd
14 Park St
Guildford
GU1 4XB
United Kingdom

steve@giddenplace.com | 01483 303040
andy@giddenplace.com | 01483 303040

In addition, we have 3rd parties, who can also be contacted:

a) 2bcontinued Ltd.

trevor.partridge@2bcontinued.co.uk | 01787 477287 or 07768 733720

b) Premier Choice Internet

enquiries@premierchoiceinternet.com | 020 82696878

Gidden Place owns and operates the following website, to which this privacy notice can be located and applies to the website.

<http://giddenplace.com/>

Our website also includes social media features such as Facebook and Twitter buttons, and the 'share this' feature. These may collect your IP address, which page you are visiting and may set a cookie to enable the feature. Social media features are either hosted by a third party website or hosted directly on our website, Your interactions with these feature are governed by the privacy notice of the company providing the features.

3.2 The personal data we collect from/process on you is:

- Personal data type: Contact details and details of people associated with and/or linked to your account,
- Transaction and payment information,
- Purchase and account history,
- Advertising and direct marketing preferences and responses,

3.3 The personal data we collect will be used for the following purposes, to:

- Provide our services to you
- Take payment for products
- Deliver products to you
- Contact you in the future for marketing our products
- Respond to a project inquiry, following a meeting and/or request to provide services

3.4 We process your data, because we have a legitimate reason to:

- Maintain and improve our products and services
- Develop new products and services
- Direct marketing, where consent has been given. From time to time we may contact you by e-mail, SMS, telephone, post etc., with information about our products and services
- For market research

3.5 Sources

We will collect personal data from a number of sources. These include:

- Directly from you, when we set up an account
- Our website
- Other companies we work with
- Social media
- Other people linked to your account

3.6 Who we share your data with

- Any party approved by you
- Delivery companies

3.7 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified. Consent is required for **Gidden Place** to process both types of personal data, but it must be explicitly given.

If you have not consented to receive direct marketing communications, we only send you information when permitted to do so by law.

You may withdraw consent at any time by contacting our GDPR owner. You can also unsubscribe from our marketing by clicking the relevant link on any marketing correspondence.

3.8 Disclosure

Gidden Place will not pass on your personal data to third parties without first obtaining your consent. Third parties (UK based suppliers) may receive your personal data for the purpose(s) as defined in 3.3, as part of our processing activities.

There are safeguards in place to protect your personal data. For example, our GDPR compliance for processing personal data, where **Gidden Place** remains the controller of that data.

3.9 Retention period

Gidden place will process personal data for a period of 30 days from consent and will store the personal data for up 90 days.

3.10 Your rights as a data subject

At any point, while we are in possession of/or processing your personal data, you, the data subject, have the following rights:

- Right of access – You have the right to request a copy of the information we hold about you.
- Right of rectification – You have a right to correct data we hold about you, that is inaccurate or incomplete.
- Right to be forgotten – In certain circumstances you can ask for the data we hold about you to be deleted from our records.
- Right of portability – You have the right to have the data we hold about you transferred to another organisation.
- Right to object – You have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – You also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review - If **Gidden Place** refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain.

All the above requests will be forwarded on should there be a third party involved, in the processing of your personal data.

3.1.1 Complaints

In the event that you wish to make a complaint about how your personal data is being processed by **Gidden Place** (or third parties) or how your complaint has been handled, you have the right to lodge a complaint directly with the **Gidden Place** GDPR Owner. See 3.1 for details.

4. Online privacy statement

4.1 Personal data

Under the EU's General Data Protection Regulation (GDPR) personal data is defined as:

"Any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person"

4.2 How we use your information

This privacy notice tells you how we, **Gidden Place**, will collect and use your personal data.

Why does **Gidden Place** need to collect and store personal data?

In order for us to provide you with a service and warranty we need to collect personal data for correspondence purposes and/or detailed service provision. In any event, we are committed to ensuring that the information we collect and use, is appropriate for this purpose, and does not constitute an invasion of your privacy. In terms of being contacted for marketing purposes **Gidden Place** may contact you for additional consent.

Will **Gidden Place** share my personal data with anyone else?

We may pass your personal data on to third-party service providers contracted to **Gidden Place** in the course of dealing with you. Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide you on our behalf. When they no longer need your data to fulfil this service, they will dispose of the details in line with **Gidden Place** procedures.

How will **Gidden place** use the personal data it collects about me?

Gidden Place will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. **Gidden place** is required to retain information in accordance with the law, such as information needed for income tax and audit purposes.

How long certain kinds of personal data should be kept may also be governed by specific business-sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

Under what circumstances will **Gidden Place** contact me?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

Can I find out the personal data that the organisation holds about me?

Gidden place at your request, can confirm what information we hold about you and how it is processed. If **Gidden Place** does hold personal data about you, you can request the following information:

- Identity the contact details of the person or organisation that has determined how and why to process your data. In some cases, this will be a representative in the EU.
- Contact details of the data protection officer, where applicable.
- The purpose of the processing as well as the legal basis for processing.
- If the processing is based on the legitimate interests of **Gidden Place** or a third party, information about those interests.
- The categories of personal data collected, stored and processed.
- Recipient(s) or categories of recipients that the data is/will be disclosed to.
- If we intend to transfer the personal data to a third country or international organisation, information about how we ensure this is done securely. The EU has approved sending personal data to some countries because they meet a minimum standard of data protection. In other cases, we will ensure there are specific measures in place to secure your information.
- How long the data will be stored.
- Details of your rights to correct, erase, restrict or object to such processing.
- Information about your right to withdraw consent at any time.
- How to lodge a complaint with our GDPR owner.
- Whether the provision of personal data is a statutory or contractual requirement, or a requirement necessary to enter into a contract, as well as whether you are obliged to provide the personal data and the possible consequences of failing to provide such data.
- The source of personal data if it wasn't collected directly from you.
- Any details and information of automated decision making, such as profiling, and any meaningful information about the logic involved, as well as the significance and expected consequences of such processing.