



# PRIVACY NOTICE

## 1. INTRODUCTION

The privacy of our website visitors is extremely important to us. This policy explains how we will treat any personal information that we collect.

The usage of the website **www.spritelabels.com** is possible without providing any personal data; however if a data subject chooses to send an enquiry to us, sign up to our newsletter, order a sample pack or email updates processing of personal data will become necessary.

The processing of personal data, such as the name, address, email address or telephone number of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the specific regulations that apply to Sprite Labels in the United Kingdom.

As a data controller Sprite Labels has implemented numerous technical and organisational measures to ensure protection of all personal data passed through this website, including the installation of an SSL certificate to ensure end-to-end encryption of any data submitted.

Please review our Cookie policy for information about how we use cookies on this website.

## 2. COLLECTION OF PERSONAL INFORMATION

We collect, store and use various kinds of personal information where necessary, including:

- (a) information regarding your device and your use of and visits to this website. Including IP address, browser type and version, pages viewed and length of visit;
- (b) details that you provide to us by filling in a form or registering on the site;
- (c) information relating to purchases made on the website, including name, address and phone number. We do not store or keep any credit card numbers.

When using these general data and information, Sprite Labels does not draw any conclusions about the data subject. Rather, this information is needed to (1) deliver the content of our website correctly, (2) optimize the content of our website, (3) ensure the long-term viability of our information technology systems and website technology, and (4) provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack. Therefore, Sprite Labels analyzes anonymously collected data and information statistically, with the aim of increasing the data protection and data security of our enterprise, and to ensure an optimal level of protection for the personal data we process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

### 3. USE OF PERSONAL INFORMATION

We only use personal information submitted through our website for the following purposes, unless specifically stated on the page you are interacting with:

- (a) to administer our website and business processes;
- (b) to personalise the website for you;
- (c) to supply to you any services purchased through the website or otherwise;
- (d) to send you statements, invoices and payment reminders and to collect payments from you;
- (e) to communicate with you for non-marketing purposes, including customer support;
- (f) to send you marketing communications relating to our business which we think may be of interest to you. There will always be a simple method of unsubscribing from these communications at any time;
- (g) to provide statistical information about our website users to 3rd parties (like Google Analytics), we will never provide anything that makes you personally identifiable unless required to do so by law;
- (h) to deal with enquiries and complaints made about or by you relating to our website or the services we provide;
- (i) to keep our website and application platforms secure and prevent fraud and abuse.

We will not, without your **express consent**, supply your personal information to any third party for the purpose of their or any other third party's direct marketing.

### DISCLOSURE OF PERSONAL INFORMATION

We may disclose your personal information to:

- (a) any of our employees, officers, insurers, professional advisers, agents, suppliers or subcontractors insofar as is reasonably necessary, under strict confidentiality;
- (b) any subsidiaries or holding companies;

(c) the extent that we are required to do so by law; in connection with any ongoing or prospective legal proceedings or in order to establish, exercise or defend our legal rights;

(d) the purchaser (or prospective purchaser) of the any business or asset that we are (or are contemplating) selling, under terms of strict confidentiality;

(e) any person who we may reasonably believe may apply to a relevant authority for disclosure of that personal information where, in our reasonable opinion, the court or authority is reasonably likely to order disclosure.

## **INTERNATIONAL DATA TRANSFERS**

Information that we collect may be transferred to the United States as part of our data retention, processing, backup and security procedures. The United States does not have data protection laws equivalent to those in force in the European Economic Area. You expressly agree to this transfer at our discretion.

## **SECURITY OF PERSONAL INFORMATION**

We take reasonable technical and organisational precautions to prevent loss, misuse or alteration of the personal data we retain.

All of our data is kept on secure (password and firewall protected) servers.

All data submitted through our website, including electronic financial transactions, is protected by encryption technology between your device and our servers.

You acknowledge that transmission of information over the internet is inherently insecure, and while we take steps to protect it, we cannot guarantee the security of data transmitted in this fashion. Data subjects can provide their personal data via another means if there is concern, such as regular mail or by telephone.

You are responsible for keeping the password you use to access this website and any of our other services, completely confidential and non-transferable. We will never ask for your password (except on the login form of the website).

## **AMENDMENTS**

We may update this policy from time to time by publishing a new version on our website. All versions of this policy will remain accessible indefinitely and you are bound only by the latest version that was in effect at the time of providing us with your data.

## **WITHDRAWAL OF CONSENT**

You may instruct us at any time to cease using your information for marketing purposes. All of our marketing communications have a prominent opt-out option.

## **SUBJECT ACCESS REQUESTS**

You may instruct us to provide you with any personal information we hold about you; provision of such information is subject to evidence of your identity, usually a certified copy of a passport or driving license plus an original copy of a utility bill showing your current address.

## **RIGHT TO ERASURE**

You may instruct us at any time to erase any personal data we hold; such a request is subject to evidence of your identity, usually a certified copy of a passport or driving license plus an original copy of a utility bill showing your current address.

We reserve the right to retain the minimum amount of information required to fulfill any remaining contractual obligations or as permitted by law.

## **COMPLAINTS PROCEDURE**

If at any time you feel that your privacy has been breached or that Sprite Labels has not fulfilled our obligations to you as a data subject, you can initiate a complaints procedure by contacting our Data Protection Officer by email on [sprite@spritelabels.com](mailto:sprite@spritelabels.com), by telephone on 01159 286421 or by writing to us at the address below.

## **OUR DETAILS**

This website is owned and operated by Sprite Labels.

We are registered in the United Kingdom under registration number 2194736 and our registered office is at:

Unit 8 Glaisdale Point,  
Glaisdale Parkway,  
Nottingham,  
NG8 4GP

You can contact us:

- (a) by post, using the postal address above;
- (b) using our website contact form; <https://www.spritelabels.com/contact>
- (c) by telephone on 01159 286421;
- (d) by email on [sprite@spritelabels.com](mailto:sprite@spritelabels.com).