

Metamark Privacy Notice



Hello

We've created this policy which covers how we collect, use, disclose, transfer and store your data.

1. Introduction and General Terms

Metamark is committed to protecting your personal information when you are trading or engaged with Metamark. We want to ensure our processes are secure and we handle your data in as transparent a way as possible. This Privacy and Cookies Policy relates to our use of any personal information we collect from you by phone, SMS, website, email, in letters and other correspondence and in person.

This Privacy and Cookies Policy explains the following:

- what information Metamark may collect about you;
- how Metamark will use information we collect about you;
- when Metamark may use your details to contact you;
- whether Metamark will disclose your details to anyone else;
- your choices regarding the personal information you provide to us;
- the use of cookies on the Metamark website and how you can reject cookies.

Metamark is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all applicable laws concerning the protection of personal information. No website or server can be completely secure; if you have any concerns that your personal data we hold could have been compromised, please get in touch straight away.

The Metamark website contains hyperlinks to websites owned and operated by third parties. These third-party websites have their own privacy policies, and are also likely to use cookies, and we therefore urge you to review them. They will govern the use of personal information you submit when visiting these websites, which may also be collected by cookies. We do not accept any responsibility or liability for the privacy practices of such third-party websites and your use of such websites is at your own risk.

2. Who are we?

Metamark is a leading independent supplier of sign vinyl and digital printing in the UK and worldwide. It was established in 1992 and operates from facilities in Lancaster and Woking in the UK.

3. What information will Metamark collect about me?

When you contact Metamark via email, the website, telephone or other method, Metamark may record personal data about you necessary to provide the services on information you have requested or are enquiring about. This is likely to be minimal if you are a limited company giving us information about your company but may still include telephone numbers and email addresses as well as other possible personal data. If you are an individual or sole trader, this could include, as examples, personal addresses and dates of birth.

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4. How will Metamark use the information it collects about me?

Metamark will use your personal information for a number of purposes including the following:

- to supply our goods and services as you have requested
- to answer questions and respond to your enquiries about Metamark
- for analytical and research purposes
- to send marketing but only if you have opted in to such a service
- to potentially contact you regarding Metamark products and services that we think you may be interested in based on previous encounters
- for internal administration purposes such as ensuring our data is up-to-date and correct
- to use IP addresses and device identifiers to identify the location of users, to block disruptive use, to establish the number of visits from different countries, and to determine whether you are accessing the website from the UK or not
- we may also use and disclose information in aggregate and anonymised (so that no individuals are identified) for marketing and strategic development purposes

Where Metamark proposes using your personal information for any other uses we will ensure that we notify you first.

5. When will Metamark contact me?

Metamark may contact you:

- in relation to any product service we offer or may offer;
- in relation to any correspondence we receive from you or any comment or complaint you make;
- in relation to any contribution you have submitted to Metamark, e.g. on Metamark message boards or via text or voicemail message;
- to invite you to participate in surveys about Metamark services (participation is always voluntary);
- to update you on any material changes to Metamark's policies and practices; and;
- for marketing purposes

Please be cautious if you receive any emails or calls from people asking for unusual information not listed here and claiming to be from Metamark, especially where you are asked to make payment to different bank details.

6. Will I be contacted for marketing purposes?

Metamark will only send you marketing emails or contact you where you have agreed to this.

We offer regular emails which you can opt in to via the website. From time to time we may also contact you to ask your views on issues affecting Metamark, our performance and the products we offer.

We may personalise the message content based upon any information you have provided to us and based on what you have bought from us or supplied to us.

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7. Will Metamark share my personal information with anyone else?

We will keep your information within Metamark except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies) or as described in this section.

Where we share information with third parties for marketing and analytical purposes, we have data processing agreements in place and look to ensure we remove customers' personal data such as telephone numbers and email addresses unless this is absolutely required for analytical purposes.

We never send, share, swap or sell your personal data to third parties where we lose control of this personal data or where the data may be used by other companies for direct contact, marketing or other purposes without Metamark involvement.

Generally, we will use your information within Metamark and at all times for use in connection with the sale and purchase of Metamark products and the development of the customer and supplier experience.

8. How long will Metamark keep my information?

We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with the Metamark. If you ask for your personal data to be deleted, the remaining information is anonymised for analytical purposes.

If you haven't traded with Metamark in seven years, your account may be classed as dormant or deleted in line with this policy.

9. Can I delete my data?

If you wish for your data to be deleted please write to the Data Controller, Metamark (UK Ltd), Luneside, New Quay Road, Lancaster, LA1 5QP email: dpa@metamark.co.uk.

We will need two copies of forms of identification, which can be:

- Passport
- Driving licence
- Birth certificate
- Utility bill (from last 3 months)
- Current vehicle registration document
- Bank statement (from last 3 months)
- Rent book (from last 3 months)

10. Can I find out what personal information Metamark holds about me?

Under the Data Protection Act you have the right to request a copy of the personal information Metamark holds about you and to have any inaccuracies corrected. We will use reasonable efforts consistent with our legal duty to supply, correct or delete personal information about you on our files. Please address requests and questions about this or any other question about this Privacy and Cookies Policy to the Data Controller, Metamark (UK Ltd), Luneside, New Quay Road, Lancaster, LA1 5QP email: dpa@metamark.co.uk.

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11. Web browser cookies

a) What is a Cookie?

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a "device") web browser from a website's computer and is stored on your device's hard drive. Each website can send its own cookie to your web browser if your browser's preferences allow it. Many websites do this whenever a user visits their website in order to track online traffic flows. Similar technologies are also often used within emails to understand whether the email has been read or if any links have been clicked. If you continue without changing your settings, we'll assume that you are happy to receive all cookies on Metamark website. However, you can change your cookie settings at any time.

Cookies record information about your online preferences and allow us to tailor our websites to your interests.

During the course of any visit to a Metamark website, the pages you see, along with a cookie, are downloaded to your device. Many websites do this, because cookies enable website publishers to do useful things like find out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

b) How does Metamark use cookies?

Information supplied by cookies can help us to understand the profile of our visitors and help us to provide you with a better user experience. For example, if on a previous visit you went to our training pages, we might find this out from your cookie and highlight training material on your second and subsequent visits. Metamark uses this type of information to help improve the services it provides to its users. Certain areas of the Metamark may use cookies for a specific reason to help other functionality.

c) Third party cookies in embedded content on Metamark pages

Please note that during your visits to the Metamark website you may notice some cookies that are not related to Metamark.

We sometimes embed content from social media and other third-party websites. These may include YouTube, Twitter, Facebook, SoundCloud, Vine, Instagram, Pinterest and Flickr. As a result, when you visit a page containing such content, you may be presented with cookies from these websites and these third-party cookies may track your use of the Metamark website. Metamark does not control the dissemination of these cookies and you should check the relevant third party's website for more information. If you continue without changing your settings, we'll assume that you are happy to receive all cookies on Metamark website.

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Where Metamark embeds content from social media and other third-party websites, some websites may use Google Analytics to collect data about user behaviour for their own purposes. Metamark does not control this. For more information, see the Google webpage on this subject.

d) Metamark cookies and how to reject cookies

It is important to note that if you change your settings and block certain cookies, you may not be able to take full advantage of some features and we might not be able to provide some features you have previously used.

e) Other information collected from web browsers

Your web browser may also provide Metamark with information about your device, such as an IP address and details about the browser that you are using. It may be possible for us have access to your device's location through the web-browser. We use information provided by your browser or by the link that you have clicked to understand the webpage that directed you to Metamark and this may be captured by performance cookies.

If you have any concerns about the way that we use cookies or respect your settings, then please contact us at dpa@metamark.co.uk.

12. Do Not Track (DNT) browser setting

DNT is a feature offered by some browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked, such as by third party ad networks, social networks and analytic companies. This website does not currently respond to DNT requests.

13. Changes to Metamark's Privacy and Cookies Policy

This Privacy and Cookies Policy may be updated from time to time so you may wish to check it each time you submit personal information to Metamark. The date of the most recent revisions will appear on this page. If you do not agree to these changes, please do not continue to use the Metamark website to submit personal information to Metamark. If material changes are made to the Privacy and Cookies Policy, for instance affecting how we would like to use your personal information, we will provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes).

14. Contacting Metamark about this Privacy and Cookies Policy

If you any questions or comments about this Privacy and Cookies Policy please contact:
Data Controller, Metamark (UK Ltd), Luneside, New Quay Road, Lancaster, LA1 5QP email: dpa@metamark.co.uk.