

Cookies and Privacy policy

Welcome to the cookies and privacy policy page. It's vitally important that the data you provide to us is protected. This page will show you details regarding what data our website collects and how we handle your personal information.

- If you do not agree with this policy, please log off and clear your browser of any cookies, which may have been placed in your browser by our site in the interim.

The cookies and privacy policy page also demonstrates how Avatar Creative Limited comply with the General Data Protection Policy.

Reasons/Purposes for processing information

We process personal information to enable us to:

- Contact current, potential and previous clients for business to business communication purposes
- Maintain our accounts and records
- Support and manage our employees

We do not store information for marketing activities, but for legitimate interests only.

What types of data do we collect?

Technical/Statistical Information

Statistical information about the type of computer you are using and about your visits to, and use of, this website and other sites you may have visited before landing on our website (e.g. Google Search Engine).

We may also process other data about the computer being used to visit our website including IP addresses, geographic location, browser type, length of visit and the number of pages viewed.

Personal Data you provide to us

We may collect and process personal data submitted through our website. This includes the information that you submit when you clicking on the info@avatarcreative.co.uk email, which is displayed on the website.

Data relating to any discussions or transactions

This data that has been carried out between you and Avatar Creative Limited submitted through the website or following previous email exchanges.

Any other data you send to us

Occasionally, we may need to ask for your explicit consent to process personal data, and when this is required we will make that request clear.

We will never sell your personal data to any third party. We only share your data with third parties where it is required to do so by law and/or to deliver the information and/or services you have requested from us.

This would also only be done with respect to the laws of the EU's General Data Protection Regulation (GDPR).

Cookies

Overall, cookies helps us to provide you with a better website experience, by enabling us to monitor which pages you find useful and which you do not.

A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Alternatively, you may wish to visit the following website for further information on Cookies:

<http://www.aboutcookies.org/>

If you are concerned about allowing cookies to be stored on your browser, most browsers no longer recognise when a cookie is offered and will permit you to refuse or accept them.

You can, by default, set your browser to permanently block cookies from any website from being placed on your browser, but doing this may cause some functionality to be lost and the website may not look as intended in your browser:

You can find out more information on how to control cookies in some of the most popular browsers in the links below:

Internet Explorer:

<https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>

Google Chrome:

<https://support.google.com/chrome/answer/95647?hl=en-GB>

Firefox:

<https://support.mozilla.org/en-US/kb/delete-browsing-search-download-history-firefox?redirectlocale=en-US&redirectslug=remove-recent-browsing-search-and-download-history>

Safari:

https://support.apple.com/kb/ph21411?locale=en_US

Opera:

<https://www.opera.com/help/tutorials/security/privacy/>

Microsoft Edge:

https://answers.microsoft.com/en-us/insider/forum/insider_internet-insider_spartan/how-to-view-and-manage-cookies-in-microsoft-edge/67b3a495-554e-4f1d-995e-93d0ea6882a6?auth=1

We may also use anonymous cookie data for remarketing purposes. This means, you may see our promotions and advertisements on other websites that you visit.

Google Analytics

We use Google Analytics to help us understand how our website is being used so that we can improve how it functions. Google Analytics generates statistical and other information about how websites are used by using cookies.

The data that is stored on the Google Account has a retention period of 50 months.

Google may store this data in its servers in multiple locations worldwide. You can find their privacy policy and more details about the information they collect on their website here:

<https://www.google.com/policies/privacy/>

Linking to Third-Party Websites

We may publish links on our website to third-party sites, to provide you with access to additional information or another resource. We are not responsible, or liable, for the management, content or security of those third-party sites.

We would also encourage visitors to review any site's privacy policy before disclosing any personal information.

Using Personal Data

Any personal data you provide to us may be used for the purposes specified in this privacy policy or in relevant parts of the website.

By respecting Article 13 of the General Data Protection Regulation, Avatar Creative Limited process personal data on the basis of:

- (a) Consent: the individual has given clear consent for you to process their personal data for a specific purpose.
- (b) Contract: the processing is necessary for a contract you have with the individual, or because they have asked you to take specific steps before entering a contract.
- (f) Legitimate interests: the processing is necessary for your legitimate interests or the legitimate interests of a third party unless there is a good reason to protect the individual's personal data, which overrides those legitimate interests.

We may also use anonymous or personal data to:

- (a) Administer the website;
- (b) Improve your browsing experience by personalising the website;
- (c) Enable your use of the services available on the website;
- (d) Send information to you about our services, statement and/or invoices, and collect payments from you;
- (e) Send you non-marketing communications e.g. updates about the status of your purchase or relating to your enquiry;
- (f) Contact you via email, phone and/or post with information you have knowingly requested or that we think you may want to know or need to know e.g. for business or legal reasons;
- (g) Provide third parties e.g. Google with statistical information about our website visitors. This information will not identify any specific individual;

- (h) Deal with enquiries and complaints made by or about you relating to the website.

Data Security

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We store all the personal information you provide on secure (password and firewall protected) servers.

However, we cannot guarantee the security of any data you choose to send us over the Internet. Our website does however use an SSL certificate to help ensure that any information sent to us via the website, is more secure than it would be.

Data transmission over the Internet is inherently insecure and we cannot guarantee the security of data sent over the Internet.

You are responsible for keeping your password and user details confidential. We will not ask you for your password (except when you log into the website)

Key Rights according to the General Data Protection Regulation

The GDPR has been created to give you important rights over your data. This means you are able to:

- Object to your data being processed
- Ask us to delete your data
- Ask us to rectify your data
- Ask us for access to your data
- Confirm what data we process and why
- Ask us to restrict the use of your data
- Ask us to transfer you data

You can also submit a Subject Access Request to us at any time regarding your rights to your data. We will reply to these requests within 30 days (unless there are legal reasons not to).

Giving and Withdrawing your Consent

In certain situations, we may need to have your consent to process your data.

We will only ask for your consent if we start marketing our products to you.

- We may ask for your consent, for example, when you fill in one of our contact forms and you provide your consent by ticking the box on the form.

- We also keep a record of your consent until we no longer need to.
- You can withdraw your consent at any time by contacting us.

Currently you can only contact us if you have a legitimate reason to do so (legitimate interest)

Providing you with Confirmation of what Personal Data we Process

You may ask us at any time to confirm or transfer any of the personal data we process about you. If you do contact us regarding this, please tell us the following:

- Which format you would like your personal data to be confirmed (PDF, Word Doc etc.)
- What information you need to be transferred or confirmed e.g. all your personal data in a specific detail.
- Whether you want to move your personal data or/and confirm what data we process.
- Which email address you would like us to send it to, or alternative electronic medium or system.
- Any urgency associated with the request.
- When you would like to receive it (date and time.)

We will attempt to carry out your instructions to the best of our abilities within 30 days of receiving your request. However, this is subject to you providing us with all of the details above, along with any other relevant information that is necessary for us to be able to carry out the work for your request.

Please be aware that if we transfer your personal information by your chosen source and believe that this will put your data at risk, we will discuss alternatives with you. Please also be aware that we will undertake all necessary procedures to clarify the legitimacy of you and your request.

Deleting Your Personal Data

You can also ask us to delete any and all information we hold about you at any time.

We will do this with respect of your instructions and compliance with the laws of England, Wales and the EU laws and regulations (GDPR).

We will attempt to remove all the information we hold about you in the timeframe you request, however depending on the nature of your request and if any third parties are involved, this may not be possible.

The reason for this is because it is our legal obligation to retain certain types of customer information for certain time periods (e.g. for tax and/or accounting purposes). For invoices and receipts we may need to keep your contact details on file for longer periods.

In all conditions, we will only keep information on file for as long as it is needed with respect to the services you have enquired about.

Updating Your Personal Data

You can and should instruct us to correct or update any personal information we hold about you. Examples of this could be changing your address or contact details.

More information about Data Protection

If you would like to know any more information about data protection and your rights, please find a link to the Information Commissioner's Office (UK) below:

<https://ico.org.uk/for-the-public/>

Data Retention Policy

To ensure that all data is stored correctly, we have created data retention policy. This policy ensures that all data controllers handle information so that it can be searched and accessed at a later date or disposed of when the data is no longer needed.

If you wish to see this policy, please contact our data controller (details are at the end of this privacy policy).

Other Disclosures

In addition to the disclosures reasonably necessary for the purposes identified elsewhere in this privacy policy, we are entitled to disclose information about you:

- (a) to the extent that we are required to do so by the laws of England, Wales and the EU's GDPR
- (b) in connection with any legal proceedings or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); and
- (d) to the purchaser (or prospective purchaser) of any business or asset which we are (or are considering) selling.

Policy Changes

We may update this privacy policy occasionally by posting a new version on this website.

You should check this page now and then to ensure that you are happy with any of the changes.

We may also notify you of changes to our privacy policy by email.

If you have any questions about this policy, please contact us.

Data Controller Contact Details

If you would like to know any more information regarding this privacy policy or would like to change your personal data, which is held by Avatar Creative Limited, please find our data controller's contact details below:

Office Manager

Email: info@avatarcreative.co.uk

Phone Number: 01344 988 788