



Precision Films

Updated: 25/01/2021

Privacy Policy

This privacy policy applies between you, the user of this website and Precision Films, the owner and provider of this Website. Precision Inks (UK) Ltd T/A Precision Films takes the privacy of your information very seriously. This privacy policy applies to our uses of all Data collected by us or provided by you in relation to your use of the website.

This privacy policy should be read alongside, and in addition to, our Terms and Conditions, which can be found at:

<https://www.precisionfilms.co.uk/terms-conditions>

Please read this privacy policy carefully.

Definitions and interpretation

1. In this privacy policy, the following definitions are used:

Data	Collectively all information that you have provided Precision Films via the Website or Email. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;
Cookies	A small text file placed on your computer by this website when you visit certain parts of the site and/or when you use certain features of the website. Details of the cookies used by this website and outlines in the clause below (Cookies)
Data Protection Laws	Any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing laws, regulations, and secondary legislation.
GDPR	The UK General Data Protection Regulations;
Precision Films	Precision Inks (UK) Ltd T/A Precision Films, a company incorporated in England and Wales with registered number 03576758 whose registered address is 5 Little Tennis Street, Nottinghamshire, NG2 4EL
UK & EU Cookie Law	The privacy and electronic communication (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communication (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communication (EC Directive) (Amendment) Regulations 2018.
User or You	Any third party that accesses the Website and is not either (i) employed by Precision Inks (UK) Ltd T/A Precision Films and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Precision Inks T/A Precision Films and accessing the website in connection with the provision of such services.
Website	The website that you are currently using https://www.precisionfilms.co.uk/ , and any sub-domains of this site unless expressly excluded by their own terms and conditions.



Precision Films

2. In this privacy policy, unless the context requires a different interpretation:
 - a. The singular includes the plural and vice versa.
 - b. References to sub-clauses, clauses, schedules, or appendices are to sub-clauses, clauses, schedules, or appendices of this privacy policy.
 - c. A reference to a person includes firms, companies, government entities, trust, and partnerships.
 - d. 'including' is understood to mean 'including without limitation'.
 - e. Reference to any statutory provision includes any modification or amendment of it.
 - f. The headings and subheadings do not form part of this privacy policy.

Scope of this privacy policy

3. This privacy policy applies only to the action of Precision Inks (UK) Ltd T/A Precision Films and users with respect to this website. It does not extend to any websites that can be accessed from this website including, but not limited to, any links we may provide to social media websites.
4. For purposes of the applicable Data Protection Laws, Precision Inks T/A Precision Films is the 'Data Controller'. This means Precision Inks T/A Precision Films determines the purpose for which and the way your data is processed.

Data Controlled

5. We may collect the following Data which includes personal Data, from you;
 - a. Name
 - b. Job Title
 - c. Contact Information
 - d. Demographic Information
 - e. Financial information

How we collect Data

6. We collect data in the following ways:
 - a. Data is given to us by you.
 - b. Data is collected automatically.

Data that is given to us by you

7. Precision Inks T/A Precision Films will collect your data in several ways, for example:
 - a. When you contact us through the website, post, email, telephone, personally or any other means.
 - b. When you make payments to us
 - c. When you use our services

In each case, in accordance with this privacy policy.



Precision Films

Data that is collected automatically

8. To the extent that you access the website, we will collect Data automatically, for example:
 - a. We will automatically collect some information about your visit to our website. This information helps us to make improvements to the website content and navigation and includes your IP address, the date, times & frequency with which you access the website and the way you use and interact with its content.
 - b. We will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies and how we use them on the website, see the section below, headed '**Cookies**'.

Our use of Data

9. Any or all the above Data may be required by us from time to time to provide you with the best possible service and experience when using our Website specifically, data may be used by us for the following reasons:
 - a. Internal record keeping
 - b. Improvement of our products/services
 - c. Transmissions by email of marketing materials that may be of interest to you

In each case, in accordance with this privacy policy.

10. We may use your data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed '**Your rights**' below).
11. For the delivery of direct marketing to you via e-mail, we will need your consent, whether via an opt-in or soft-opt-in:
 - a. Soft Opt-In consent is a specific type of consent which applied when you have previously engaged with us (for example, you contact us regarding more details on a particular product/service). Under 'soft opt-in' consent, we will take your consent as given unless you choose to opt-out.
 - b. For other types of e-marketing, we are required to obtain your explicit consent, that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box.
 - c. We are eligible to send over related E-marketing with the option to 'opt-out', allowing you to withdraw consent at any point. To find out how to withdraw your consent, see the section '**Your rights**' below.
12. We may use your data to show you Precision Inks (UK) Ltd T/A Precision Films adverts and other content on other websites. If you do not want us to use your data to show you these adverts or other content, please turn off the relevant cookies.

Who we share Data with

13. We may share your data with the following groups of people for the following reasons:
 - a. Our employees, agents, or professional advisors-



Precision Films

To complete any transaction or provide any service that you have requested or authorised. All information will not be sold, distributed, or leased to any third parties, without your permission. This could be due to companies merging or reorganisation acquired by law.

In each case, in accordance with this privacy policy.

Keeping Data Secure

14. We will use technical and organisational measures to safeguard your data, for example:
 - a. Access to your account is controlled by a password and a username that is unique.
 - b. We store your data on secure servers.
 - c. Payment details are encrypted using SSL technology, typically proven, and shown by a lock or green address bar on your browser.
15. Technical and organisational actions include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address:
sales@precisionfilms.co.uk

Data Retention

16. Unless a longer retention period is required or permitted by law, we will only hold your data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.
17. Even if we delete your data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your Rights

18. You have the following rights in relation to your data:
 - a. Right to access- the right to request copies of the information we hold about you at any time, or that we modify, update, or delete such information. If we provide you with access to the information, we hold about you, we will not charge you for this unless your request is 'manifestly unfounded or excessive'. Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we are required to give you a reason.
 - b. Right to correct- the right to have your data rectified if it is inaccurate or incomplete.
 - c. Right to erase- the right to request that we delete or remove your data from our systems.
 - d. Right to restrict our use of your data- the right to block us from using your data or limit the way in which it is used.
 - e. Right to data portability- the right to request when your we move, copy, or transfer your data.
 - f. Right to object- the right to our use of your Data including where we use it for legitimate interests.



Precision Films

19. To make enquires, exercise any of your rights set out above, or withdraw your consent to the processing of your data (where consent is our legal basis for processing your data), please contact us at sales@precisionfilms.co.uk.
20. If you are not satisfied with the way your data is dealt with and handled by us, you are able to refer your complaint to protection authority at the Information Commissioners Office (ICO)- <https://ico.org.uk/>
21. It is important that the data we hold about you is accurate and current. Please keep us updated and information if any changes are made to your data.

Links to other websites

22. This website from time to time may link to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites when using them.

Changes in business ownership or control

23. Precision Inks (UK) Ltd T/A Precision Films may expand or reduce our business and this may involve the sale or transfer of control of all or part of Precision Inks (UK) Ltd T/A Precision Films. Data provided by Users will, where it is relevant to any part of our business be transferred to the new owner or newly controlled party. Under this policy, they will be permitted to use the data for the purposes for which it was originally supplied to us.
24. We may also disclose data to prospective purchasers of our business or any part of it
25. In the above instances, we will take steps with the aim of your privacy is protected.

Cookies

26. This website may place and access certain cookies on your computer. Precision Inks (UK) Ltd T/A Precision Films uses cookies to improve your experience of using the website. Precision Inks (UK) Ltd T/A Precision Films has carefully chosen these cookies and has taken steps to ensure that your privacy is protected and always respected.
27. All cookies used by this website are used in accordance with current UK and EU Cookie Laws.
28. Before the website places cookies on your computer, you will be presented with a message bar requesting your consent. By giving your consent to the placing of cookies, you are enabling Precision Inks (UK) Ltd T/A Precision Films to provide a better experience and service to you. You may deny this request, however, the website may not function fully or as intended.
29. This website may place the following cookies:



Precision Films

Type of Cookie	Purpose
Strictly necessary cookies	These cookies enable core functionality such as security, verification of identity and network management. These cookies cannot be disabled.
Enable Marketing Cookies	These cookies are used to track advertising effectiveness to provide more relevant service and deliver better ads to suit your interests.
Enable Analytics Cookies	These cookies help us to understand how visitors interact with our website, discover errors, and provide better overall analytics.
Enable Functional Cookies	These cookies collect data to remember choices users make to improve and give a more personalised experience.

30. You can choose to enable or disable cookies in your internet browser. By default, most internet browsers accept cookies, but this can be changed. For further details please locate these on your internet settings.
31. You can delete cookies at any point; however, you may lose any information that enables you to access the website more quickly and efficiently.
32. It is recommended that you ensure that your browser is up to date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

General

33. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
34. If any court or competent authority finds that any provision of this privacy policy is invalid, illegal, or unenforceable, that provision or part-provision will, the extent required to be deemed to be deleted and validity and enforceability of the other provisions will not be affected.
35. Unless otherwise agreed, no delay, act, or omission by a party in exercising any right or remedy will be deemed a waiver of that or any other right or remedy.
36. This agreement will be governed by and interpreted according to the law of England and Wales. All dispute arising under the agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

37. Precision Inks (UK) Ltd T/A Precision Films reserves the rights to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted to the website and you are deemed to have accepted the terms of the policy on your first use of the website, following their alterations.