

Customer Privacy Policy

In order to comply with our responsibilities under the General Data Protection Regulations 2016, we have an obligation to ensure we are clear with how your data is handled while in our possession.

This policy provides details on what information and data we collect from our clients in relation to our business activities, why we need it, what we do with it, what we won't do with it and your rights in relation to our processing of this data.

Alphagraphics Inks Limited is a limited company (NI21053) which operates from Unit 3, Beechill Industrial Park, 96 Beechill Road, Belfast, our services include the distribution of print and signage consumables throughout Ireland.

How will we collect information from you?

We may collect information from you through account applications, company website, email sign-up forms and through general contact including telephone and email when you initially engage us as a supplier or make a request regarding our services. Information may also be collected and provided to us through telephone conversations, email, sharing of documents (photocopies/email/fax) and other forms of communication which are needed to enable us to provide our clients and customers with the services they require.

What information will we collect from you?

Information we collect will include name, address, email, contact numbers (landline & mobile) and bank details.

We may request information from you which we require to adequately ensure delivery of our services including company registration and VAT number.

How will we use the information you provide us?

The information we collect from you will be used to:

- Deliver our services as per our agreed terms of business/service level agreement/contract
- To contact you regarding support, order and answer any queries you may raise
- Invoice & billing purposes
- Notify you of any additional services we provide which we feel may be of interest to you (If at any time you do not wish to receive emails about our services you can opt out at any time by clicking 'unsubscribe' in the email or contact us directly)

Any information you provide us will not be used in any other way unless you have been informed and we have your specific consent. Or unless we have a legal obligation to do so.

Who has access to your information?

Only the staff of the Alphagraphics Inks Ltd will have access to the information you provide to us. The information they have access to is controlled and they can only access information required to ensure the services we provide to our **clients/customers** are met.

We utilise 3rd party software & suppliers in our day to day activities including for the provision of services, cloud storage, marketing and accounting. We have in place 3rd party agreements with all such suppliers to ensure your information is secured against unauthorised access, use and loss.

Your information will not be shared with any 3rd parties without your prior knowledge and consent. Unless we have a legal obligation to do so.

How long will we keep your information?

As a company, we have statutory and legal obligations to keep some information for a period of time after it has been used. We will not keep any information after it has been used that we are not required to keep under these obligations.

Once information is no longer required it will be erased from our systems in a controlled and secure manner. We will continue to hold your data for 6 years and will be destroyed in a secure manner to ensure confidentiality.

How will we protect your information?

We will endeavour to maintain physical, technical and procedural safeguards that are appropriate to the sensitivity of the personal information in question. These safeguards are designed to protect your personal information from loss and unauthorised access, copying, use, modification or disclosure.

We provide all staff with access to your information, GDPR and data security relevant training.

To ensure further awareness of their responsibilities, and ours, relating to the security and protection of all data we have in place IT, data and physical security policies which are regularly circulated to staff and reviewed annually.

Requesting information and complaints

Our customers can request details of the information held by the Company which relates to them. You can do this by contacting the Data Protection Officer using info@aginks.com.

If at any time you are unhappy with how the Company has processed or processes their data, you wish to make alterations to any data which you believe is incorrect or irrelevant or wishes to stop hearing from us you can raise this issue with the appointed ***Data Protection Officer by phone/email***.

If you feel your request was not handled or dealt with correctly by the Company you may raise the issue with the Information Commissioners Office, you can contact them on 0303 123 1113.