

Privacy Notice

This is the privacy notice of Perfect Digital Limited ('we', 'our', or 'us').

Our business address is 211 High Street North, London, England, E6 1JG.

If you have any concerns about this notice or your privacy, please contact us by writing to us at the address above, by sending a message through our website.

Introduction

This notice describes how we collect, store, transfer and use personal data. It tells you about your privacy rights and how the law protects you.

In the context of the law and this notice, 'personal data' is information that clearly identifies you as an individual or which could be used to identify you if combined with other information. Acting in any way on personal data is referred to as 'processing'.

Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

Personal data we process

1. How we obtain personal data

The information we process about you includes information:

- you have directly provided to us
- we obtain as a result of monitoring how you use our website or our services

2. Types of personal data we collect directly

When you use our website or our services, for example, when you ask for a quote, you provide personal data to us.

This can be categorised into the following groups:

- personal identifiers, such as your first and last names
- contact information, such as your email address, delivery and billing addresses and your telephone number

If the processing relates to communication between us, for example, if we send messages by email, then the content of those messages may include personal data.

We also ask for and record: your preferences to receive marketing information from us; how you wish to communicate with us; and responses and actions in relation to your use of our services.

3. Types of personal data we collect from your use of our services

By using our website and our services, we process:

- technical information about the hardware and the software you use to access our website and use our services, including your Internet Protocol (IP) address, your browser type and version and your device's operating system
- usage information, including the frequency you use our services, the pages of our website that you visit, whether you receive messages from us and whether you reply to those messages

4. Our use of aggregated information

We may aggregate anonymous information such as statistical or demographic data for any purpose. Anonymous information is that which does not identify you as an individual. Aggregated information may be derived from your personal data but is not considered as such in law because it does not reveal your identity.

However, if we combine or connect aggregated information with your personal data so that it can identify you in any way, we treat the combined information as personal data, and it will be used in accordance with this privacy notice.

5. If you do not provide personal data we need

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform that contract.

In that case, we may have to stop providing our services to you. If so, we will notify you of this at the time.

The bases on which we process information about you

The law requires us to determine under which of six defined bases we process different categories of your personal data, and to notify you of the basis for each category.

If a basis on which we process your personal data is no longer relevant then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change and of any new basis under which we have determined that we can continue to process your information.

6. Information we process because we have a contractual obligation with you

If we enter into a contract with you, then in order to carry out our obligations under that contract, we must process the information you give us. Some information may be personal data.

We process this personal data on the basis of 'contract' – that there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

7. Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website, you provide your consent to us to process information that may be personal data.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, we ask you to agree to our use of non-essential cookies when you access our website.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us. However, if you do so, you may not be able to use our website or our services further.

8. Information we process for the purposes of legitimate interests

We may process information on the basis of 'legitimate interests' - that there is one or more good reason for us to do so.

Where we process your information on this basis, we do after having given careful consideration to:

- whether the same objective could be achieved through other means
- whether processing (or not processing) might cause you harm
- whether you would expect us to process your data, and whether you would, in the round, consider it reasonable to do so

For example, we may process your data on this basis for the purposes of:

- improving our services
- record-keeping for the proper and necessary administration of our business
- responding to unsolicited communication from you to which we believe you would expect a response
- exercising our legal rights, including to detect and prevent fraud and to protect our intellectual property
- insuring against or obtaining professional advice that is required to manage business risk
- protecting your interests where we believe we have a duty to do so

9. Information we process because we have a legal obligation

Sometimes, we must process your information in order to comply with a statutory obligation.

For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal data.

How and when we process your personal data

10. When you use our services

We may process personal data on the basis that there is, or is soon to be, a contract between us. We process the personal data that we collect directly from you.

11. When you communicate with us

When you contact us, whether by telephone, through our website or by email, we collect the personal data you have given to us in order to reply with the information you need.

We may keep personally identifiable information associated with your message, such as your name and email address so as to be able to track our communications with you and provide you with a high-quality service.

12. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit a website that uses them. They allow information gathered on one web page to be stored until it is needed for use at a later date.

They are commonly used to provide you with a personalised experience while you browse a website, for example, allowing your preferences to be remembered.

They can also provide core functionality such as security, network management, and accessibility; record how you interact with the website so that the owner can understand how to improve the experience of other visitors; and serve you advertisements that are relevant to your browsing history.

Some cookies may last for a defined period of time, such as one visit (known as a session), one day or until you close your browser. Others last indefinitely until you delete them.

Your web browser should allow you to delete any you choose. It also should allow you to prevent or limit their use. Your web browser may support a plug-in or add-on that helps you manage which cookies you wish to allow to operate.

The law requires you to give explicit consent for use of any cookies that are not strictly necessary for the operation of a website.

This website is hosted by Wix, which uses cookies for a number of different reasons including for security purposes; for monitoring the performance of this website; and for providing a good experience for visitors. You can read more about how Wix uses cookies at <https://support.wix.com/en/article/cookies-and-your-wix-site>

13. Personal identifiers from your browsing activity

Requests by your web browser to our servers for web pages and other content on our website are recorded.

We record information such as your geographical location, your Internet service provider and your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device and the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website and how we perform in providing content to you.

If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed in to our website.

Other matters

14. Information sharing with business partners

Some of our services are provided by third party businesses, such as Fujifilm, with whom we partner.

When we refer you to these business partners, we may disclose some personal data about you to them to improve the efficiency of our service or their service. We do so either because there exists or could reasonably exist a contractual obligation for us to do so, or because you have provided your consent.

You may provide a partner with additional personal data that you have not provided to us. Some of this information may be passed to us if there is a basis on which we may process it.

We safeguard your personal data that we share by ensuring that within our contracts, all our partners are legally bound to treat your personal data with the same care with which we treat it.

15. Information relating to your method of payment

Payment information may not be taken by us on our website or transferred to us.

At the point of payment you may be transferred to a secure page on the website of our payment service provider or the payment page of our partner, Fujifilm. That page may be branded to look like a page on our website, but it is not controlled by us.

16. Your rights

The law requires us to tell you about your rights and our obligations to you in regard to the processing and control of your personal data.

We do this now, by requesting that you read the information provided at <http://www.knowyourprivacyrights.org>

17. Data may be processed outside the UK

Our business is based in the UK.

Our website hosting provider, Wix, is based in Israel. Israel is considered by the United Kingdom to offer an adequate level of protection for the personal information of UK residents.

Your personal information may be stored through Wix's data storage, databases and the general Wix applications. Data is stored on secure servers behind a firewall.

Your data may be maintained, processed and stored by Wix and their authorised affiliates and service providers in the United States of America, in Europe (including in Lithuania, Germany and Ukraine), in Israel, and in other jurisdictions as necessary for the proper delivery of their services and/or as may be required by law.

Wix affiliates and service providers that store or process your data on Wix's behalf are each contractually committed to keep it protected and secured, in accordance with industry standards and regardless of any lesser legal requirements which may apply in their legal jurisdiction.

Wix's full privacy policy can be viewed at: <https://www.wix.com/about/privacy>

18. Control over your own information

It is important that the personal data we hold about you is accurate and up to date. Please inform us if your personal data changes.

At any time, you may contact us to request that we provide you with the personal data we hold about you.

When we receive any request to access, edit or delete personal data we first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Please be aware that we are not obliged by law to provide you with all personal data we hold about you, and that if we do provide you with information, the law allows us to charge for such provision if doing so incurs costs for us. After receiving your request, we will tell you when we expect to provide you with the information, and whether we require any fee for providing it to you.

We remind you that we are not obliged by law to delete your personal data or to stop processing it simply because you do not consent to us doing so. While having your consent is an important consideration as to whether to process it, if there is another legitimate basis on which we may process it, we may do so on that basis. If we continue to process it, we shall tell you on which basis we do so.

19. Communicating with us

When you contact us, whether by telephone, through our website or by email, we collect the data you have given to us in order to reply with the information you need.

We record your request and our reply in order to increase the efficiency of our business.

We may keep personally identifiable information associated with your message, such as your name and email address as long as is reasonable so as to be able to track our communications with you to provide a high quality service.

20. Use of our website by children

If you are under 18 you may use our website only with consent from a parent or guardian.

We collect data about all users of and visitors regardless of age, and we anticipate that some of those users and visitors will be children.

We do not sell products or provide services for purchase by children, nor do we market to children.

21. Complaining

If you are not happy with our privacy policy, or if you have any complaint, then you should tell us.

When we receive a complaint, we record the information you have given to us on the basis of consent. We use that information to resolve your complaint.

If your complaint reasonably requires us to notify some other person, we may decide to give to that other person some of the information contained in your complaint. We do this as infrequently as possible, but it is a matter for our sole discretion whether we do give information, and if we do, what that information is.

If a dispute is not settled then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.

If you are in any way dissatisfied about how we process your personal data, you have a right to lodge a complaint with the Information Commissioner's Office (ICO). This can be done at <https://ico.org.uk/make-a-complaint/>. We would, however, appreciate the opportunity to talk to you about your concern before you approach the ICO.

22. Retention period

Except as otherwise mentioned in this privacy notice, we keep your personal data only for as long as required by us:

- to provide you with the services you have requested
- to comply with other law, including for the period demanded by our tax authorities
- to support a claim or defence in court

23. Compliance with the law

Our privacy policy complies with the law in the United Kingdom, specifically with the Data Protection Act 2018 accordingly incorporating the EU General Data Protection Regulation ('GDPR') and the Privacy and Electronic Communications Regulations ('PECR').

24. Review of this privacy policy

We shall update this privacy notice from time to time as necessary.