

Privacy Notice

Graphic Arts Group: Trustworthy and Transparent Data Handling

This policy applies to all Graphic Arts Group divisional websites and brands, including Graphic Arts, Graphic Signs, Merit Display, and Providoré, wherever this policy is published or linked to. References to "we", "us", or "our" throughout this policy refer to Graphic Arts (Coventry) Ltd. and its trading divisions collectively, regardless of which divisional website you are visiting.

The Graphic Arts Group is committed to protecting the privacy and security of your personal data. This policy explains how we collect, use, and protect your information, in line with the UK General Data Protection Regulation (UK GDPR), upholding our commitment to being a reliable partner and putting the Customer First.

1. Who We Are (Data Controller)

The data controller is Graphic Arts Group Ltd., which operates the following divisional brands and websites: Graphic Arts, Graphic Signs, Merit Display, and Providoré. This single policy governs data processing across all these websites; you do not need to consult separate policies per division.

2. Data We Collect and Why

As a B2B service provider, we primarily collect professional and operational data necessary for the performance of our contracts.

Data Type	Purpose of Collection	Lawful Basis for Processing (UK GDPR)	Retention Period
Identity Data (Name, job title, company name)	To communicate with you regarding quotes and service provision.	Legitimate Interest (Managing the B2B relationship).	Retained for the duration of the business relationship plus two years.
Contact Data (Business email, telephone, address)	To fulfil our contractual obligations, manage delivery, and invoicing.	Performance of a Contract.	Retained for the duration of the business relationship plus two years.
Technical Data (IP address, browser type, geographical location)	To maintain and secure our websites, and to diagnose technical issues.	Legitimate Interest (Ensuring the security and functionality of our systems).	Retained for 12 months.
Financial Data (Payment history, invoicing details)	For processing payments and managing our financial accounts.	Legal Obligation and Performance of a Contract.	Retained for six years (HMRC requirement).

3. Data Sharing and Security

We will only share your personal data when legally required, or when necessary to fulfil our contract with you (e.g., sharing delivery details with a trusted logistics partner).

We do not sell your personal data to third parties for marketing purposes.

We use appropriate technical and organisational measures, including encryption, to protect your data against accidental loss, unauthorised access, or disclosure.

For details of the cookies and similar technologies we use, please see our separate Cookie Policy.

4. International Transfers

We primarily store and process data within the UK. Where we use third-party service providers (such as cloud hosted software platforms) that may process data outside the UK, we ensure appropriate safeguards are in place, such as the UK's international data transfer agreements or adequacy regulations.

5. Data Protection Officer

We are not required to appoint a Data Protection Officer under UK GDPR. Any questions regarding data protection should be directed to our Data Protection Lead (see Section 8).

6. Your Rights Under UK GDPR

You have several rights regarding your personal data, including the right to:

- **Access:** Request a copy of the personal data we hold about you.
- **Rectification:** Request correction of inaccurate or incomplete data.
- **Erasure:** Request deletion of your data (the 'right to be forgotten') where there is no legal reason for us to continue processing it.
- **Restriction:** Request that we limit how we use your data in certain circumstances.
- **Portability:** Request a copy of your data in a structured, machine-readable format to transfer to another provider.
- **Object to Processing:** Object to processing based on our legitimate interests or for direct marketing.

To exercise any of these rights, please contact the Data Protection Lead using the details below.

7. Complaints

If you have concerns about how we handle your personal data, you can contact our Data Protection Lead in the first instance. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection regulator: ico.org.uk, helpline 0303 123 1113.

8. Contact Information

If you have any questions about this notice or our data practices, please contact:

Data Protection Lead

stuart.jenkin@graphicartsgroup.co.uk | 024 7667 34155 | Graphic Arts Group, Welcome House,
Falkland Close, Coventry, CV4 8AU