

idesign Ltd are a marketing and media company. idesign Ltd take the privacy and safety of your personal data very seriously. This Privacy policy along with our terms and conditions and all documents mentioned within set out the importance to us regarding the protection and use of your data.

### **What data do we collect?**

The information that idesign Ltd collect includes name and contact information that you provide, we will never collect sensitive information such as your medical history, religious or political beliefs

We will source and collect information about you and your organisation to enable us to provide you with the best possible service, to fulfil our obligations to you and effectively manage your expectations. We limit the information that we collect to only that which is relevant to our relationship with yourselves.

### **What do we use your data for?**

The data that we collect from yourself, or indirectly from a third party is for fulfilling the service that you have requested from ourselves, market research, analysis, identity verification, data profiling and the prevention of fraud. Mainly the information that we collect will be used to fulfil our contractual obligation with yourself.

We will never give your identifiable personal information to a third party for any purpose other than those that enable us to fulfil our contractual obligation with yourself, or for legitimate interests for our business such as management information analysis.

### **Who we share your data with**

We will share your data with any third parties that we use in order to fulfil our contractual obligations or legitimate interests, such as data storage, financial accounts resource etc.

### **Do we transfer your data?**

We currently use a data storage facility that is within the EEA, however should it be necessary to use a facility outside of the EEA we would ensure they have an equivalent jurisdictional Data protection regulations and we would ensure that all necessary security resources are in place.

### **Data Retention**

We will only keep your data for as long as is necessary, either for regulatory purposes, accounting and audit purposes or contractual purposes. We will keep your contact information in order for you to receive our updates and any offers until you inform us that you no longer wish to hear from us.

### **What are your rights?**

You have the following rights under GDPR :

- The right to be informed- when we collect data we will need to tell you what we are going to do with it primarily through this privacy notice.
- The right of access – You have a right to contact us in writing to request the information that we hold about you
- Right to rectification – You have the right to ask us to rectify any information that we hold if it is inaccurate or incomplete
- Right to Erasure – You have the right to contact us to ask for your information to be deleted(providing that this is viable due to any legal restrictions) idesign Ltd will keep a list of

names to ensure that you do not end up in our system again if you have requested data Erasure

- Right to restrict processing – This right allows you to tell us to stop processing your data, but allowing us to keep hold of your information
- Right to data portability – you have the right to ask to transfer information to another business (is switching banks or utilities companies.
- Right to object – to the processing of your data for marketing purposes and profiling for marketing purposes. You also have the right to ask us to cease processing based on our legitimate interests, where there is no overriding justification for the processing of your data. Our interests do not override your freedoms and rights
- Rights to withdraw consent- you have the right to withdraw consent to the the processing of your information at any time and we must provide you with the information you need to do so, at the time we collect your data and each time we contact you. You can withdraw consent by emailing : [info@idesign.im](mailto:info@idesign.im) or calling : [07624 311103](tel:07624311103)
- Right to complain – if we cannot deal with your complaint to your satisfaction you can complain to the relevant authority :

The information Commissioners office

### **Cookie Policy**

We may receive information about your general internet usage by using a cookie file which is stored on your browser or hard drive of your computer, cookies contain information that ids transferred to you your computer's hard drive. They help to improve our site and deliver a better and more personalised service.

Our advertiser may use cookies over which we have no control. You can block cookies by activating the setting on your browser which allows you to refuse the setting of all or some cookies.