

# Privacy Policy

## INTRODUCTION

All data for orders is processed and stored by Consultant Choice Apps (Ne) Ltd on behalf of AJS Photographic Ltd.

This privacy notice provides you with details of how we collect and process your personal data through your use of the site [ajs.ccappsdl.com](http://ajs.ccappsdl.com) including any information you may provide through our site when you purchase a product.

By providing us with your data, you warrant to us that you are over 13 years of age. Consultant Choice Apps (Ne) Ltd are the data controller and we are responsible for your personal data (referred to as "we", "us" or "our" in this privacy notice).

## CONTACT DETAILS:-

Our full details are:

Full name of legal entity: Consultant Choice Apps (Ne) Ltd

Email address: [frank.dobbs@ccappsdl.com](mailto:frank.dobbs@ccappsdl.com) (Data Protection Officer)

Postal address: 16 Limes Road, Linthorpe, Middlesbrough, TS5 6RQ.

## ICO REFERENCE NUMBER

ZA428481

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We should be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you. It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at [enquiries@digitalcolorlabs.co.uk](mailto:enquiries@digitalcolorlabs.co.uk)

## WHAT DATA DO WE COLLECT ABOUT YOU

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process certain types of personal data about you as follows:

Identity Data may include your first name, maiden name, last name, title.

Contact Data may include your billing address, delivery address, email address and telephone numbers.

Financial Data is processed by Secure Trading Financial Services Ltd and is not stored by us.

Transaction Data may include details about payments between us and other details of purchases made by you.

Technical Data may include your internet protocol addresses, browser type and version, browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access this site.

## SENSITIVE DATA

We do not collect any Sensitive Data about you.

## HOW WE COLLECT YOUR PERSONAL DATA

You may provide data by filling in forms on this site (or otherwise)

or by communicating with us by post, phone, email or otherwise, including when you: order our products or services or give us feedback.

## HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when legally permitted.

The most common uses of your personal data are:

To process and deliver your order.

To issue a refund.

To resolve a complaint.

## DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the Payment gateway provider Secure Trading.

The reason for this is to process the payment for your order.

## DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see below for further information.

## YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

Request access to your personal data.

Request correction of your personal data.

Request erasure of your personal data.

Object to processing of your personal data.

Request restriction of processing your personal data.

Request transfer of your personal data.

Right to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please email us at [frank.dobbs@ccappsmail.com](mailto:frank.dobbs@ccappsmail.com).

You will not have to pay a fee to access your personal data (or to exercise any of the other rights).

However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive.

Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month.

Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests.

In this case, we will notify you and keep you updated.