

This privacy policy sets out how Active Copier Systems Ltd collects, uses and protects your personal information.

We are committed to ensuring that your privacy is protected and that all personal data obtained and processed by us is done so in accordance with the General Data Protection Regulations (GDPR) and UK data protection laws.

'Personal Information' means data that relates to a natural individual who can be identified from that information or together with other information which is held by or is likely to be held by the company. Whilst GDPR does not cover information that identifies an organisation, it does cover personal and sensitive information relating to individuals within it (e.g. directors, beneficial owners or other controlling officials).

Who we are

The company responsible for the processing of your personal information is Active Copier Systems Ltd, Unit 1 Main Street, Hatfield Woodhouse, Doncaster, South Yorkshire, DN7 6PB

What information we might collect

Data is only obtained, processed or stored when we have met the lawfulness of the processing requirements of the GDPR. We may collect the following information to effectively and compliantly carry out everyday business transactions:

- Name and job title.
- Addresses including all site locations.
- Contact details including email address, mobile and landline numbers.
- Financial information including bank details, credit/debit card details (although we do not retain any card payment information).
- Demographic information such as postcode, along with any preferences and interests.
- Other information relevant to purchases, surveys and promotions.

How the information is collected

Most of the personal information we hold about you is that which we collect directly from you. Personal data can be collected in one or more of the following ways:

- When you communicate through email, phone or website.
- When you apply to open an account.
- When you register to receive information from us.
- Each time you purchase our products or services.
- If you interact with us, respond to communications or surveys, or enter competitions.

What we do with the information we gather and the legal basis for processing

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- It is necessary for the performance of a contract between you and us, and essential for our legitimate interests and legal obligations including payment details.
- To process payments and assess financial risks by carrying out credit reference checks, etc.
- Fulfil our obligations owed to a relevant regulator, tax authority or revenue service as is necessary for compliance with our legal and regularity obligations.



- We may use the information to improve our products and services.
- To send communications about new products, services, company news and promotions or other information which we think you may find interesting using the email which you may have provided.

Information sharing

We will not pass personal data to third parties for marketing, sales or any other commercial purposes without your prior explicit consent. We only share personal data where we are required to do so by law, where it is necessary to fulfil our statutory obligations and in limited circumstances with certain third parties acting on our behalf in order to provide a service you have requested from us.

We undertake to share only information which is relevant and necessary for the provision of the relevant service. People we share your information with are obliged to keep your details securely and use them only to fulfil your request.

In very limited and necessary circumstances, your information may have to be transferred outside of the EEA or to an international organisation to comply with our legal or contractual requirements.

If it is necessary to transfer personal information outside of the EEA, we will make sure that it is protected in the same way as if it was being used in the EEA and we will use one of these safeguards:

- Transfer it to a non-EEA country with privacy laws that give the same protection as the EEA.
- Put in place a contract with the recipient that means they must protect it to the same standards as the EEA.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect. Our IT infrastructure is Certified to Cyber Essentials standards and guidelines. Certificate can be requested if required.

If you suspect any misuse or loss of or unauthorised access to your personal information please let us know immediately by emailing the Data Controller at dataprivacy@activecopiersystems.co.uk or by calling 01302 772988.

Data Breach

The GDPR defines a personal data breach as “a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data”.

This includes breaches that are the result of both accidental and deliberate causes. Personal data breaches can include:

- Access by an unauthorised third party.
- Deliberate or accidental action (or inaction) by a controller or processor.
- Sending personal data to an incorrect recipient.
- Computing devices containing personal data being lost or stolen.
- Loss of availability of personal data
- Alteration of personal data without permission.



If there is a data breach which leads to the loss of highly sensitive data and poses a risk to that data, we will notify the relevant Information Commissioner Office within 72 hours of first becoming aware of that breach. The data subject will also be notified.

How long do we keep personal data?

We will retain your personal data for as long as is necessary to allow us to carry out our business or where appropriate as required to be kept by law, regularity requirements or in connection with any anticipated litigation.

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.

Your rights

Under the GDPR and the Data Protection Act (DPA) 2018 you have a number of rights with regard to your personal data. You have the right to request from us access to and rectification or erasure of your personal data, the right to restrict processing, object to processing as well as in certain circumstances the right to data portability.

- You have the right to obtain access to and copies of personal information we hold about you (data Subject access request) which you have provided to us, including for the purpose of you transmitting that data to another data controller. We will provide this information at the earliest opportunity, but at a maximum 28 days from the date the request was received. Where the provision of information is complex or subject to a valid delay, the period may be extended by two further months where necessary and you will be kept informed throughout the retrieval process of the reasons for the delay.
There is not normally any charge for a Data Subject Access Request. If your request is “manifestly unfounded or excessive” (e.g Repetitive requests) a fee may be charged to cover administrative costs.
- You have the right to require us to update and amend personal information we hold about you which you have provided to us.
- You have the right to request us not to send you marketing communications.
- You have the right to request us to erase all your personal information (the right to be forgotten).

We have ensured that exercising your rights to the above is as clear and straightforward as possible, and can be done so by stating your request in writing to:

Data Privacy
Active Copier Systems Ltd
Unit 1 Main Street
Hatfield Woodhouse
Doncaster
South Yorkshire
DN7 6PB

Or by email to: dataprivacy@activecopiersystems.co.uk.

If you no longer wish to receive marketing information from us, this can be done by contacting us in writing or using the email address above.



Please note that these rights may be limited by data protection legislation, and we may be entitled to refuse requests where exceptions apply. If, for any reason, we are unable to act in response to a request for erasure, we always provide a written explanation to the reasons why.

Changes to this Privacy Policy

This privacy policy is regularly reviewed. This is to make sure that we continue to meet the highest standards to protect your privacy. We reserve the right, at all times, to update, modify or amend this policy. We suggest that you review this Privacy Policy from time to time to ensure you are aware of any changes we may have made; however, we will not significantly change how we use the information you have already given to us without your prior agreement. The latest version of this policy can be found at www.activecopiersystems.co.uk

Questions & Queries

If you have any questions or queries which are not answered by this Privacy Policy or have any potential concerns about how we may use the personal data we hold, please write to the Data Privacy, Unit 1 Main Street, Hatfield Woodhouse, Doncaster, South Yorkshire, DN7 6PB or email us at dataprivacy@activecopiersystems.co.uk

If you are not satisfied with how we are processing your personal information, we hope you would allow us the opportunity to resolve it first, if we are not able to rectify any issue to your satisfaction you can make a complaint to the Information Commissioners Office, you can contact them on 01625 545745.

You can find out more about your rights under data protection legislation from the Information Commissioner's Office website: www.ico.org.uk or Citizens Advice Bureau.

