

Unit 12 Fulton Court
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Tel: 01635 874848

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e-mail: info@imagethroughquality.com

www.imagethroughquality.com

PRIVACY POLICY

ITQ Image Through Quality Ltd has created this privacy statement in order to demonstrate our firm commitment to privacy. The following discloses our information gathering and dissemination practices for this website: www.imagethroughquality.com

ITQ Image Through Quality Ltd do not disclose visitors information to third parties.

Any information that you provide us with, whether it be business or personal information (such as your name or address), cannot be seen by third parties.

The information we do keep is stored on our own computer systems, not on a web site.

This site may at times contain links to other sites. ITQ Image Through Quality Ltd is not responsible for the privacy practices or the content of such web sites.

PRIVACY AND COOKIES POLICY

This policy, together with our Terms and Conditions, explains how we might use information we collect about site visitors as well as site visitor rights. By accessing our site, you confirm that you have understood both our Terms and Conditions and this policy and that you have agreed to them.

INFORMATION WE COLLECT ABOUT YOU

We collect information about you when you:

- visit the Website
- register with or request services on the Website
- take part in promotions, competitions, customer surveys and questionnaires
- contact us eg in writing, call customer services

USING YOUR INFORMATION

Collecting your personal information helps us to better understand what you need from us. We use your information to:

- manage and improve the Website
- administer and operate your account
- process your orders

Your personal information is safe with us and will never be released to third parties for their marketing purposes.

MARKETING AND RESEARCH

If you agree, we may contact you:

- with offers and information about our products or services
- for customer research eg to help improve our services

Whether or not you choose to receive these updates is entirely your choice. If you do not check the appropriate box, we will not send you updates and offers.

CONTACT LEGITIMATE INTERESTS

Under the new data protection law starting in May 2018 we have a number of lawful reasons that we can use (or 'process') your personal information. For B2B accounts one of the lawful reasons is called 'legitimate interests'.

Broadly speaking Legitimate Interests means that we can process your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests.

So, what does this mean? When you provide your personal details to us we use your information for our legitimate business interests to carry out our work of servicing businesses throughout our territory. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our systems, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns and sales.

We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and products and provide the best and most secure experience. These are what we consider to be our 'Legitimate Interests'.

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OUR INTERESTS

The following are some examples of when and why we would use this approach in our work:

- **Marketing:** We will make best effort to ensure our marketing is tailored and relevant for you wherever we deem you to be in the sales cycle.
- **Process Orders:** In order for us to process an order, payment has to be taken and contact information collected, such as name, delivery address and telephone number, provided. Both the buyer and seller would need to record the transaction.
- **Your best interest:** Processing your information to protect you against fraud when transacting on our website, and to ensure our websites and systems are secure.
- **Personalisation:** Where the processing enables us to enhance, modify, personalise or otherwise improve our services/communications for the benefit of our customers and prospects.
- **Analytics:** To process your personal information for the purposes of customer analysis, assessment, profiling and marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information if this does not harm any of your rights and interests.
- **Research:** To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationships with you.
- **Due Diligence:** We may need to conduct investigations on supporters, potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

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We will also hold information about you so that we can respect your preferences for being contacted by us.

YOUR INTERESTS

When we process your personal information for our legitimate interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact form on the 'Contact Us' page.

COOKIES

New Cookie legislation requires us to explain how we might use Cookies on our site.

WHAT IS A COOKIE?

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website.

Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

Persistent cookies – these cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

Session cookies – these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience.

You can find more information about cookies at www.allaboutcookies.org and www.youronlinechoices.eu.

COOKIES USED ON THE WEBSITE

A list of all the cookies used on the Website by category is set out below.

STRICTLY NECESSARY COOKIES

These cookies enable services you have specifically asked for. For those types of cookies that are strictly necessary, no consent is required.

These cookies are essential in order to enable you to move around the Website and use its features, such as accessing secure areas of the Website. Without these cookies services you have asked for, like completing a form, cannot be provided.

PERFORMANCE COOKIES

These cookies collect anonymous information on the pages visited. By using the Website, you agree that we can place these types of cookies on your device.

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These cookies collect information about how visitors use the Website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don't collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the Website works.

FUNCTIONALITY COOKIES

These cookies remember choices you make to improve your experience. By using the Website, you agree that we can place these types of cookies on your device.

These cookies allow the Website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

USING BROWSER SETTINGS TO MANAGE COOKIES

The Help menu on the menu bar of most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can also disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer.

However, because cookies allow you to take advantage of some of the Website's essential features, we recommend you leave them turned on. For example, if you block or otherwise reject cookies you will not be able to add items to your Shopping Basket, proceed to Checkout, or use any of our products and services that require you to Sign in. If you leave cookies turned on, remember to sign off when you finish using a shared computer.

DISCLOSING YOUR INFORMATION

We will never disclose your information to anyone outside the company except where we have your consent; where we are required or permitted to do so by law; to other companies who provide a service to us; or any successors in title to our business.

OTHER WEBSITES

The Website may contain links to other sites which are outside our control and not covered by this policy. The operators of these sites may collect information from you that will be used by them in accordance with their policy, which may differ from ours.

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CHANGES TO OUR POLICY

This policy replaces all previous versions and is correct as of January 2023. We reserve the right to change the policy at any time.

CONTACTING US

If you have any queries, please contact us at the below-

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