

# SUGAR BUTTONS CREATIVE PRIVACY POLICY

**We are advocates of data protection and effective privacy controls.**

This Privacy Policy together with our Terms of Use and any other documents referred to in it sets out how Sugar Buttons Creative uses and protects any information that you give us when you use [www.sugarbuttonscreative.co.uk](http://www.sugarbuttonscreative.co.uk) (the "Website").

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

## **Who are we?**

For the purposes of the Data Protection Act 1998 and the General Data Protection Regulations ("Data Protection Legislation"), Sugar Buttons Creative is the 'data controller' and the 'data processor'.

Sugar Buttons Creative, whose office is at 108 Constitution Hill, Norwich, NR3 4BB.

## **What are our key privacy principles?**

Sugar Buttons Creative follows the following principles in order to protect your privacy:

1. we do not collect more personal data (i.e. information that can identify you) than is necessary;
2. we do not use your personal data for purposes other than those specified when you provided that data;
3. we do not keep your personal data if it is no longer needed; and
4. we do not send your personal data to third parties.

## **What personal data do we collect from you?**

Whilst you can use the Website without giving out your personal data, once you contact us via the Website, Sugar Buttons Creative collects information about you, which may include:

- Your name;
- Address;
- Email address;
- Telephone numbers (including mobile)
- Social media details (for example, twitter, Facebook, LinkedIn, Slack web addresses / contact details / profile links).

For any areas of the Website which require login details, we may also capture 'Forgotten Password' details (e.g. Mother's maiden name) to assist with password recovery. Any payment details processed and/or retained pursuant to the provision of our services will be processed in accordance with all applicable laws and regulations.

We may also collect technical information about you when you visit the Website. This information may include the Internet protocol (IP) address used to connect your computer to the Internet, your browser type and version, time zone setting, operating system and platform, and browser plug-in types and versions. Information about your visit(s) to the Website may also be collected. The collected information is used to provide an overview of how people are accessing and using the Website. It is not used for any additional purpose, such as to profile those who access the Website.

## **What do we do with the information we collect?**

We may use your personal information:

- to process order requests for our services and to effectively provide our services;
- to give you information that you request from us and to improve our services;
- to notify you about changes to our services;
- to allow us to operate the Website efficiently;
- any relevant troubleshooting, testing or statistical analysis as appropriate; and
- to keep the Website secure.

We may, where we have obtained your express permission, also use the information collected to:

- provide you with information about our services that we offer via promotional emails;
- keep you up to date with features on the Website; and
- permit selected third parties to provide you with information about goods or services they feel may interest you (a list of such third parties are available on request).

You can opt-out of any of these data uses at any time by emailing [enquiries@sugarbuttonscreative.co.uk](mailto:enquiries@sugarbuttonscreative.co.uk). We will only keep your information for as long as reasonably required (up to a maximum of three years), or as stated in the contract you have with us.

Please note that we will be unable to process any orders for our services if you do not provide us with your name, address and contact details.

### **How do we protect your personal data?**

When we collect information about you, we also make sure that your information is protected from unauthorised access, loss, manipulation, falsification, destruction or unauthorised disclosure. This is done through appropriate technical measures.

However, you should be aware that providing information over the internet can never be guaranteed as being completely safe and if you choose to send such information to us via the internet, you do so at your own risk.

### **How can you access the personal data we have on you?**

You have the right to request access to the personal information we have relating to you. You can do this by contacting us at [enquiries@sugarbuttonscreative.co.uk](mailto:enquiries@sugarbuttonscreative.co.uk). We may make a small charge for information requests if we reasonable consider them to be excessive. In order to comply with your request, we may ask you to verify your identity.

We will fulfil your request by sending a copy of your personal data electronically, unless the request expressly specifies a different method.

### **How can you correct or delete your personal data?**

If you believe that the personal data we have about you is incorrect, you are welcome to contact us so we can update it and keep your data accurate. Any data that is no longer needed for the purposes specified will be deleted. If at any point you wish for us to delete information about you, you can simply email us at [enquiries@sugarbuttonscreative.co.uk](mailto:enquiries@sugarbuttonscreative.co.uk).

### **When and how can we update this Privacy Policy?**

We may revise this Privacy Policy at any time by updating this webpage. We regularly review our Privacy Policy and strive towards making it better.

Please check this page from time to time for any changes. Please note that where you have provided your consent to certain data processing activities we won't change this Privacy Policy in a way which would affect these consents without seeking your permission first.

We recommend that you print a copy of this page for your reference.

### **How do we use cookies?**

This Website uses cookies to help us recognise different users of the Website and to provide users of the Website with a good experience when using it. Please see our **Cookies Policy** for further information.

### **How can you make a complaint?**

Please note that if you are not satisfied with the processing of your personal data as set out in this Privacy Policy, you have the right to issue a complaint with the Information Commissioners Office (<https://ico.org.uk/concerns/>).

### **How can you contact us?**

Please contact us at [enquiries@sugarbuttonscreative.co.uk](mailto:enquiries@sugarbuttonscreative.co.uk) if you have any questions, comments or requests regarding this Privacy Policy.

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