

## Privacy Policy Introduction

Denmaur Independent Papers Ltd t/a Denmaur Paper Media (the “data controller”) takes the privacy of your personal information very seriously and is committed to safeguarding your privacy and your personal information, complying with the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003. This Privacy Policy relates to our use, of any personal information we collect from you directly, or indirectly via 3<sup>rd</sup> party providers, covering individuals who:

- visit our website;
- use our products and services;
- contact us concerning our products and services;
- attend or register to attend our events (including online events) or other events in which Denmaur Independent Papers Ltd participates;
- complete surveys Denmaur Independent Papers Ltd has issued or commissioned;
- complete competition entries Denmaur Independent Papers Ltd has issued or commissioned;
- through telephone research of your organisation and your role in the organisation;
- through research of public resources to identify organisations and your role in the organisation;
- are provided to us as part of 3<sup>rd</sup> party data for inclusion in our future marketing campaigns;
- supply products or services to Denmaur Independent Papers Ltd;
- have applied to work for Denmaur Independent Papers Ltd, or are current or former employees of Denmaur Independent Papers Ltd.

### **This Privacy Policy will explain the following:**

- what personal information may be collected about you;
- how Denmaur Independent Papers Ltd will use this personal information;
- when Denmaur Independent Papers Ltd may use this personal information to contact you;
- how long will Denmaur Independent Papers Ltd retain your personal information;
- how this personal information may be shared with other parties;
- how your personal information will be kept secure;
- your rights regarding the personal information you provide to us;
- the use of cookies on the Denmaur Independent Papers Ltd websites;
- how to contact us.

In this policy, personal information means information relating to an identified or identifiable natural person. An identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, and online identifier or to one or more factors specific to his/her physical, physiological, genetic, mental, economic, cultural or social identity.

#### **Denmaur Group**

Paper Mews, Bourncrete House, Bonham Drive, Sittingbourne, Kent, ME10 3RY  
T 01795 426775 | F 01795 420633 | E [info@denmaur.com](mailto:info@denmaur.com) | W [denmaur.com](http://denmaur.com)

## What personal information is held about you and how we use it?

### Information that you provide to us.

Denmaur Independent Papers Ltd collects personal data, as a result of its various group activities. These activities are listed below, together with an explanation of the data collected and the lawful basis for processing.

- Users of our product and services
- Individuals contacting us concerning our products and services
- Attendees or registrants to our events (including online events) or other events which Denmaur Independent Papers Ltd participates
- Individuals who complete surveys Denmaur Independent Papers Ltd has issued or commissioned
- Individuals who enter competitions Denmaur Independent Papers Ltd has issued or commissioned
- Individuals who have provided information through telephone research conducted by Denmaur Independent Papers Ltd
- Companies who supply products or services to Denmaur Independent Papers Ltd
- Individuals who are current or former employees of Denmaur Independent Papers Ltd

Denmaur Independent Papers Ltd collects relevant personal information from you when if you are involved with us for any of the reasons listed above.

### We will use this personal information:

- To carry out obligations arising from being a registered user of our product and services. The lawful basis for processing your personal information for this purpose will be “Contractual Need”.
- To send you personalised communications which you have requested or may be of interest to you. These may include information about publications, webinars, events, surveys, product and service developments, promotions of our associated brands’ products and services. The lawful basis for processing your personal information for this purpose will be “Legitimate Interest”.
- Denmaur Independent Papers Ltd uses automated decision making and profiling to personalise and ensure the communications are relevant to you, with no significant effect on you or your rights. The lawful basis for processing your personal information for this purpose will be “Legitimate Interest”.
- To carry out obligations arising from you providing us products or services. The lawful basis for processing your personal information for this purpose will be “Contractual Need”.
- To carry out obligations arising from employment with us. The lawful basis for processing your data is “Contractual Need”.

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## **How long will you retain my personal information?**

We will retain and process your personal information as long as is needed to provide the product or service that you've elected to receive from us.

For personal information used by us for our own direct marketing purposes, we will retain the data whilst accurate or responsive and if not, no longer actively use after 5 years.

Personal information obtained from 3rd parties for the Denmaur Independent Papers Ltd commercial database will be recompiled on a regular basis to ensure the data is fresh and relevant.

## **How will my personal information be shared?**

We share information, including personal information, with trusted third-party service providers, that we use to provide hosting for and maintenance of our websites, event management, customer relationship management, payment processing, support, accounts, analytics and other services for us. We do not permit our third-party service providers to use the personal information that we share with them for their marketing purposes or for any other purpose than in connection with the services they provide to us.

To facilitate these services the personal information we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"), in order to conduct our business operations. In such cases a data processing agreement will be in place with the data processors and 3rd parties to ensure your personal information is processed in accordance with the Data Protection Act.

Denmaur Independent Papers Ltd will in certain circumstance disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to:

1. conform to the edicts of the law or comply with legal process served on Denmaur Independent Papers Ltd;
2. protect and defend the rights or property of Denmaur Independent Papers Ltd; and,
3. act under exigent circumstances to protect the personal safety of users of Denmaur Independent Papers Ltd, or the public.

Denmaur Independent Papers Ltd will not share our commercial data with businesses and organisations for marketing purposes.

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## **How is my personal information kept secure?**

Denmaur Independent Papers Ltd is committed to protecting the security of your personal information. We will use a variety of security technologies and procedures to protect your personal information from unauthorised access, use or disclosure. Although we will do our best to protect your personal information, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Denmaur Independent Papers Ltd secures the personal information you provide on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure. Denmaur Independent Papers Ltd uses Secure Socket Layer (SSL) technology on its websites providing encrypted links between a web server and a browser, thus ensuring the integrity and privacy of the data remains secure.

## **What are my choices with my personal information?**

Denmaur Independent Papers Ltd is committed to providing you with control on how your data is used and processed. You can review, edit or delete your personal information free of charge by contacting us at [info@denmaur.com](mailto:info@denmaur.com), by telephone or via postal communication to the contact details provided in the section "Contact Us".

Your rights concerning your personal information are:

- you can ask about the personal information we hold about you and we will show you;
- you can request your personal information is corrected and we will update the details and inform you when completed;
- you can object to your data being processed and we will stop processing your data once no longer required for performance of contract or legal obligations;
- you can object to receiving direct marketing communications from us and we will stop all communications by channel (email, post, telephone or SMS) or within certain subject areas. In addition, any direct marketing communications you receive from us will always include a clear, simple method to 'opt-out' of future communications.
- you can ask for your personal information to be erased, once no longer required for performance of contract or legal obligations, which we will complete bar keeping the minimal personal details to ensure we do not contact you again.

## **How we use cookies on the Denmaur Independent Papers Ltd websites**

Denmaur Independent Papers Ltd use "cookies" to help personalise and enhance your online experience when visiting our website.

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A cookie is a text file that is placed on your hard disk by a Web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

You can control the use of cookies at the individual browser level. If you elect not to activate the cookie or to later disable cookies, you may still visit our Websites, but your ability to use some features or areas of the website may be limited. For instructions on how to control, disable or delete cookies for your browser, please visit [www.aboutcookies.org](http://www.aboutcookies.org).

### Changes to this Policy

Denmaur Independent Papers Ltd will occasionally update this Privacy Policy to reflect company and customer feedback. Denmaur Independent Papers Ltd encourages you to periodically review this policy to be informed of how Denmaur Independent Papers Ltd is protecting your information.

### Contact Us

Denmaur Independent Papers Ltd welcomes your comments regarding this Privacy Policy or about Denmaur Independent Papers Ltd's privacy practices.

Please contact us by email at [DPO@denmaur.com](mailto:DPO@denmaur.com), or telephone at: 01795 426775, or at: -

FAO: Data Protection Officer

Denmaur Independent Papers Ltd

Bourncrete House

Bonham Drive

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Kent

ME10 3RY



Nick Gee  
Managing Director

May 2018

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