

Privacy Policy

Under the GDPR (General Data Protection Regulation) and the Data Protection Act 2018, Alchemedia a trading name of Techfab LTD controls and processes personal information about you using the following lawful bases.

We are registered with the ICO under the Data Protection Register, detail of our registration can be found at www.ico.org.uk.

Under the GDPR our lawful basis for processing is:

- Performance of a Contract

By accepting a service and/or purchasing a product(s) from www.alchemdiaprinting.co.uk you are entering into a contract to receive this service and/or product from us. We cannot fulfil the service accepted and/or deliver the purchased products without your personal information.

- Consent

We may ask you for your consent to use your name, address and/or email address for marketing purposes. Only where consent is explicitly given will we send you marketing material. Where consent is given you will only receive marketing material from Alchemedia and not any other third party organisation. By opting in to receive marketing material we will record the details of what you have consented to and when and how you provided consent. You can withdraw your consent at any time by contacting enquiries@alchemdiaprinting.co.uk

What information do we hold about you?

We collect and store information provided by you during the purchasing process, through any email and/or letter correspondence. We may also record telephone conversations to ensure that we fulfil any business matter.

Personal data is data/information relating to an individual, who can be identified from that data/information for example:

- Name
- Delivery and billing address(es)
- Telephone number(s)
- Email address

What will we use your personal information for?

It is important for us to collect your personal information to fulfil our business purposes. We will only use your personal information for the following purpose and will only keep your information for as long necessary to fulfil such purposes.

- We will use your personal information in order to provide the service(s) requested or product(s) purchased.
- To ensure the delivery of the products that you have purchased
- To help us identify you when you contact us

- To allow us to contact you in relation to business matters including: your order, your delivery, returns, complaints and any other matter relating to your purchase or accepted service.
- To send you marketing material relating to products that you may be interested in or any promotional discounts. Marketing material will only be sent to you if explicit consent has been granted by yourself.

How we store your personal information:

Alchemedia strives to ensure the security of the personal information you provide us by limiting access to authorised personnel only (unless otherwise stated within this policy). We do this by using the following security measures:

- Data Encryption
- Access controls
- Password protection
- Secure electronic controls

We do not sell your details to any third parties.

Here at Alchemedia we are committed to protecting your privacy and take these matters very seriously.

To help keep your account secure please ensure that you log out on any shared computer or device.

Who do we share your information with?

We do not share your information with third parties other than:

The delivery companies that we use where we provide your name, address and postcode in order for your products to be delivered to you.

All payments are processed via a third party secure payment gateway. We use World Pay a trusted and well-known brand to deliver this service. More information about World Pay's own privacy policy can be found at [here](#)

Who can supply information?

Personal Information about you will be provided by yourself. Where you give us personal information about someone else on their behalf, it is your responsibility to ensure that they are aware of the details set out in this privacy policy and do not object to the stated use of their data.

How long will we hold your information?

We will only keep your information for as long necessary to fulfil any business matters as set out in this policy.

If your account you have with us has not been used for 2 years to make any additional purchases the account will be deleted and any personal information we hold about you will be disposed of in a secure way.

You are also able to delete your own account using the delete account function on our website

How can I access the personal information you hold about me?

Under the GDPR your rights are as follows. You can read more about [your rights in detail here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and

The right not to be subject to automated decision-making including profiling.

You can make a request to access the information that we hold by contacting us via email or letter

Requests can be sent to:

Enquiries@alchemediaprinting.co.uk

Alchemedia
Unit 5,
Low Mills Mill Lane,
Lancaster
LA2 7FL

We will provide all information you are entitled to, promptly, and within one month from the date of receipt, and there is no charge for this information

Important information: We have the right to request proof of identity to ensure the security of the information that we control and/or process.

How can you request rectification of your information?

If you find that any of the information we hold about you is incorrect, you have a right to request that the information is rectified. You can do this by making the request to the address or email above

You're Right to complain

You also have the right to complain to the ICO www.ico.org.uk] if you feel there is a problem with the way we are handling your data.

