Privacy Notice

This Privacy Notice explains how we collect, use, store, and share personal data, the lawful bases we rely on, how long we keep data, and your rights under UK data protection law. It reflects recent updates introduced by the Data (Use and Access) Act 2025 **(DUA**).

Who we are.
Ashford Colour Ltd
Unit 220 Fareham Reach, Fareham Road, Gosport, Hampshire PO13 0FW
Registered Address: Pureprint Group, Beacon House, Brambleside, Uckfield, East Sussex TN22 1PL

What Information We Collect
We collect personal data such as:

- Names, addresses, email addresses, and telephone numbers for customers, suppliers, and stakeholders to enable us to provide products and services.
- Employee data required to manage and support staff.
- For new prospects: names, addresses, and contact details, held only after obtaining consent for marketing purposes.

How We Collect Data

- From you directly, when you request a quotation, place an order, or contact us.
- From public sources such as business websites or networking events.
- From employees, directly at application and throughout employment.
- Via our website, where we may use analytics and other low-risk cookies in accordance with applicable requirements..

CCTV is used for security purposes and recordings are retained only for as long as necessary.

How We Use Personal Data
We use personal data to:

- Deliver our products and services.
- Manage customer and supplier relationships.
- Support and manage employees.
- Prevent fraud, maintain security, and respond to emergencies where necessary.

We do not sell personal data or share it with third parties for marketing purposes.

Lawful Bases for Processing
Our lawful bases are:

- **Legitimate Interests** – to run our business effectively, including service delivery, customer communications, fraud prevention, and security measures.
- **Contract** – when processing is necessary for a contract or pre-contract steps.
- **Consent** – for marketing to new prospects; can be withdrawn at any time.

Data Sharing
We share data only where necessary, for example:

- With subcontractors to fulfil an order.
- With employee benefit providers (e.g., pension schemes).
- With our IT service provider for secure system hosting and support.

This policy is made available to relevant interested parties externally on our website and internally through training and awareness programmes.

All suppliers with potential access to personal data are bound by GDPR-compliant contracts.

International Transfers
Where we transfer personal data outside the UK, we will ensure that the destination offers protection not materially lower than UK standards, in line with **DUA 2025.**

Data Retention
We keep personal data only as long as necessary, following the retention periods in our Information Asset Register.

Your Rights
You have the right to:

- Request access to your data.
- Request rectification or erasure.
- Restrict or object to processing.
- Withdraw consent for marketing.

When responding to a Subject Access Request (SAR), we will conduct reasonable and proportionate searches and may pause ("stop-the-clock") timelines while awaiting clarification or identity verification.

Complaints
We aim to handle data concerns promptly and fairly. You can submit a complaint via email, post, or our online form. We will acknowledge it within **30 days** and keep you updated until resolution.
If unresolved, you may contact:
Information Commissioner's Office, Wycliffe House, Water Ln, Wilmslow SK9 5AF
Ico.org.uk

Contact
Email: mail@ashfordps.co.uk
Post: Managing Director, Ashford Colour Ltd, Unit 220 Fareham Reach, Fareham Road, Gosport, Hampshire PO13 0FW

J Hunt

J. Hunt
Director

Privacy Notice – GDPR 4 - August 2026