

# PRIVACY POLICY

Absolute Graphics (Southampton) Ltd understands that your privacy is important to you and that you care about how your personal data is used and shared. We respect and value the privacy of everyone who visits our website, [www.absolutegraphics.co.uk](http://www.absolutegraphics.co.uk) ("Our Site") and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of our Privacy Policy is deemed to occur upon your first use of our Site. If you do not accept and agree with this Privacy Policy, you must stop using our Site immediately.

## 1. Definitions and Interpretation

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In this Policy, the following terms shall have the following meanings:

### Term Description

"Cookie"	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out below;
"Cookie Law"	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
"Personal Data"	means any data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation ("GDPR"); and
"We/Us/Our"	means Absolute Graphics (Southampton) Ltd, a limited company registered in in England and Wales No. 04987230, whose registered address is Somers, Middle Common Road, Pennington, Lyminster, Hampshire SO41 8LE.

## 2. Information About Us

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- 2.1. Our Site is owned and operated by Absolute Graphics (Southampton) Ltd, a limited company registered in in England and Wales No. 04987230, whose registered address is Somers, Middle Common Road, Pennington, Lyminster, Hampshire SO41 8LE.
- 2.2. Our VAT number is 824 6879 88.
- 2.3. We can be contacted by email at [info@absolutegraphics.co.uk](mailto:info@absolutegraphics.co.uk), by telephone on 01590 675614, or by post at Somers, Middle Common Road, Pennington, Lyminster, Hampshire SO41 8LE.

## 3. What Does This Policy Cover?

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This Privacy Policy applies only to your use of our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

## 4. Your Rights

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- 4.1. As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:
  - 4.1.1. The right to be informed about our collection and use of personal data;
  - 4.1.2. The right of access to the personal data we hold about you;
  - 4.1.3. The right to rectification if any personal data we hold about you is inaccurate or incomplete;
  - 4.1.4. The right to be forgotten – i.e. the right to ask us to delete any personal data we hold about you;
  - 4.1.5. The right to restrict (i.e. prevent) the processing of your personal data;
  - 4.1.6. The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
  - 4.1.7. The right to object to us using your personal data for particular purposes; and
- 4.2. If you have any cause for complaint about our use of your personal data, please contact us using the details provided in section 10 and we will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

## 5. What Data Do We Collect?

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Depending upon your use of our Site, we may collect some of the following personal data; (please also see section 9 on our use of Cookies and similar technologies)

- 5.1. name;
- 5.2. gender;
- 5.3. business/company name
- 5.4. job title;
- 5.5. profession;
- 5.6. contact information such as email addresses and telephone numbers;
- 5.7. IP address;
- 5.8. web browser type and version;
- 5.9. operating system;
- 5.10. a list of URLs starting with a referring site, your activity on Our Site, and the site you exit to.

## 6. How Do We Use Your Data?

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- 6.1. All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with our obligations and safeguard your rights under the GDPR at all times.
- 6.2. Our use of your personal data will always be handled and stored securely to the best of our knowledge and is only used for contacting you via email or telephone, regarding work we have undertaken or you may wish us to undertake. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that we fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.
- 6.3. You have the right to withdraw your consent to us using your personal data at any time, and to request that we delete it.

## 7. Do We Share Your Data?

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- 7.1. We may sometimes contract with third parties to supply products and services to you on our behalf. These may include advertising, and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, we will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, our obligations, and the obligations of the third party under the law.
- 7.2. In certain circumstances, we may be legally required to share certain data held by us, which may include your personal data, for example, where we are involved in legal proceedings, where we are complying with legal requirements, a court order, or a governmental authority.

## 8. How Can You Access Your Data?

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You have the right to ask for a copy of any of your personal data held by us. Under the GDPR, no fee is payable and we will provide any and all information in response to your request free of charge.

## 9. Our Use of Cookies

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- 9.1. Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by us and are used only by us. We use Cookies to facilitate and improve your experience of our Site and to provide and improve our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data is protected and respected at all times.
- 9.2. By using our Site you may also receive certain third party Cookies on your computer or device. Third party Cookies are those placed by websites, services, and/or parties other than Us. These Cookies are not integral to the functioning of our Site and your use and experience of our Site will not be impaired by refusing consent to them.
- 9.3. All Cookies used by and on our Site are used in accordance with current Cookie Law.
- 9.4. Before Cookies are placed on your computer or device, you will be made aware of this via a pop up window. By continuing use of our website you are giving your consent to the placing of Cookies and you are enabling us to provide the best possible experience and service to you.
- 9.5. Our Site uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse anonymous usage information, enabling us to better understand how our Site is used. This, in turn, enables us to improve our Site and the products and services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of our Site, it does enable us to continually improve our Site, making it a better and more useful experience for you.
- 9.6. In addition to the controls that we provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party Cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 9.7. You can choose to delete Cookies on your computer or device at any time, however you may lose any information that enables you to access our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

## 10. Contacting Us

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If you have any questions about our Site or this Privacy Policy, please contact us by email at [info@absolutegraphics.co.uk](mailto:info@absolutegraphics.co.uk), by telephone on 01590 675614, or by post at Somers, Middle Common Road, Pennington, Lymington, Hampshire SO41 8LE.. Please ensure that your query is clear, particularly if it is a request for information about the data we hold about you.

## 11. Changes to Our Privacy Policy

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We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our Site following the alterations. We recommend that you check this page to keep up-to-date.

somers  
middle common road  
pennington, lymington  
hampshire so41 8le  
01590 675614  
[absolutegraphics.co.uk](http://absolutegraphics.co.uk) | [info@absolutegraphics.co.uk](mailto:info@absolutegraphics.co.uk)

Absolute Graphics is the trading name of Absolute Graphics (Southampton) Ltd.  
Registered in England and Wales No. 04987230.  
Directors: Graham Bell, Joanne Bell