

Attract Creative Ltd.
Privacy Policy

Effective Date: 25th August 2024

Attract Creative Ltd ("we," "us," or "our") is committed to protecting your personal data and ensuring its safe and transparent processing in compliance with the General Data Protection Regulation (GDPR). This Privacy Policy outlines how we collect, use, store, and share your personal information when you interact with us.

1. Who We Are

Attract Creative Ltd. is a company registered in England and Wales (Company No. 15085963). Our registered address is: Denby House Business Centre, Taylor Lane, Loscoe, Derbyshire DE75 7AB, United Kingdom

For any questions or concerns regarding this policy, you can contact us at: Email: hello@attract-creative.com

Website: www.attract-creative.com

2. Data Controller and Data Protection Officer

Attract Creative Ltd. is the Data Controller for the personal data you provide. We have appointed a Data Protection Officer (DPO) responsible for overseeing data protection strategies and compliance with GDPR. You can contact our DPO at hello@attract-creative.com for any queries related to your personal data.

3. Personal Data We Collect

We may collect and process the following categories of personal data:

- Identification Data: Your name, job title, and business address.
- Contact Information: Your email address and telephone number.
- Online Data: IP address, browser type, website usage data, and cookie information.
- Transaction Data: Information related to purchases or services you request from us, including billing and payment information.
- This data is collected directly from you via our website, through events, or when you contact us, and may also be obtained through third-party sources, such as event organizers, only with your consent.

4. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Consent:** We will only process your personal data for marketing purposes if we have obtained your explicit consent, which you may withdraw at any time.
- **Contractual Necessity:** We process personal data to provide our services to you or fulfil our contractual obligations.
- **Legal Obligation:** In some instances, we may process data to comply with legal obligations, such as responding to government requests.
- **Legitimate Interests:** We may process your data where it is in our legitimate interest to do so, such as to improve our services, prevent fraud, or protect our business.

5. How We Use Your Personal Data

We use the personal data collected for the following purposes:

- To provide and manage our services, including processing orders and delivering products.
- To respond to your inquiries or requests.
- For direct marketing, where we have obtained your explicit consent.
- To comply with legal obligations or respond to legitimate government inquiries.
- To analyse website usage and improve user experience.
- 6. How We Share Your Data

We may share your personal data with:

- **Service Providers:** Third-party vendors providing services such as payment processing, IT support, and marketing assistance.
- **Business Partners:** In cases where you are involved in an exhibition or event, we may share your data with authorized third-party partners as necessary for participation.
- **Legal Authorities:** Where required by law, we may share your data with regulatory or government bodies.
- We ensure that any third parties we work with comply with GDPR and provide adequate protection for your personal data.

7. International Data Transfers

If we transfer your personal data outside the UK or the European Economic Area (EEA), we will ensure that adequate safeguards, such as Standard Contractual Clauses (SCCs), are in place to protect your data in line with GDPR requirements.

8. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes outlined in this policy or as required by law. After the relevant retention period has expired, we will securely delete or anonymize your data. You have the right to request the deletion of your data at any time, subject to legal obligations.

9. Your Rights Under GDPR

Under GDPR, you have the following rights:

- Right to Access: You can request a copy of the personal data we hold about you.
- Right to Rectification: You can request that we correct any inaccuracies in your data.
- Right to Erasure: You can request that we delete your personal data when it is no longer necessary for the purposes we collected it for.
- Right to Restrict Processing: You can request that we limit the processing of your data in certain circumstances.
- Right to Data Portability: You can request a copy of your data in a structured, machine-readable format to transfer to another service provider.
- Right to Object: You can object to the processing of your data for direct marketing purposes or on the basis of legitimate interests.
- Right to Withdraw Consent: You can withdraw your consent for data processing at any time.
- To exercise any of these rights, please contact us at hello@attract-creative.com.

10. Cookies and Tracking Technologies

We use cookies to enhance your browsing experience and for analytical purposes. We will request your consent before placing any non-essential cookies on your device. You can manage your cookie preferences through our cookie banner or by adjusting your browser settings.

11. Security of Your Data

Attract Creative takes the security of your personal data seriously. We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. Our staff are trained in data security and follow strict protocols to safeguard your information.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make changes, we will notify you via email or by posting a notice on our website. You will have the opportunity to review and update your preferences regarding any significant changes.

13. How to Contact Us

For any questions regarding this policy or your personal data, you can contact us at:

Email: hello@attract-creative.com

Address: Denby House Business Centre, Taylor Lane, Loscoe, Derbyshire DE75 7AB, United Kingdom

If you have any concerns about how we handle your personal data, you can also contact the UK Information Commissioner's Office (ICO) for advice or to make a complaint.