



## **PRIVACY POLICY**

We are committed to safeguarding the privacy of our customers; this policy explains how we do this.

### **What information do we collect?**

We may collect, store and use the following kinds of information:

- Personal information that you provide to us for the purpose of purchasing a product (including name, address, telephone numbers and email addresses).

### **What do we use your information for?**

Your data will be used for two broad purposes:

#### a) Marketing communications

After 25th May 2018, in-line with new legislation, Baker Labels will only send marketing communications to customers who have expressly opted-in to receiving it. This may include:

- Details of new products, equipment and services
- Tips and guidance to help you get the best out of our products
- Or simply, to get your feedback

#### b) Communications relating to your purchase

Baker Labels reserves the right to hold personal data for contacting you with important information about your order(s). Namely, order and delivery confirmations and issues with the processing of card payments.

### **Your right to opt-out of marketing communications**

We will tidy up our mailing list every 6 months and anyone that hasn't opened any of our marketing communications for 2 years will be deleted from our marketing address book.

You can opt-out of receiving marketing communications at any time by clicking on the unsubscribe link at the bottom of any marketing email from us or by calling us on +44 (0)1277 281900

### **Use of third parties**

There are some instances where data is shared with third parties for the essential purpose of fulfilling your order. For example, your address is shared with our courier company for the purpose of delivering your order. However, we only share the information that is necessary for any given purpose. Baker Labels hold copies of our suppliers' data protection policies to verify their compliance with data protection law. **Your data will never be shared with or sold to third parties for marketing purposes.**