

## UK GDPR DATA PRIVACY NOTICE (WEBSITE)

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### Privacy Notice

#### INTRODUCTION

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This is the privacy notice of Ardington Limited.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform about to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection laws protect you.

Alex Chell of Ardington Limited (trading as Ardington Creative) is the data controller and we are responsible for your personal data (referred to as "we", "us" or "our" in this privacy notice).

#### Contact Details

Full name of legal entity: Ardington Limited

Email address: studio@ardingtoncreative.com

Registered address: 27 Old Gloucester Street, London, United Kingdom, WC1N 3AX

Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current. Please let us know if at any time your personal information changes by emailing us at studio@ardingtoncreative.com

This privacy notice is provided in a layered format so you can click through to the specific areas set out below. Alternatively, you can download a PDF version of the policy here. [\[INSERT LINK\]](#)

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## 1. WHO WE ARE AND IMPORTANT INFORMATION

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### What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you sign up for our newsletter or complete the contact form.

This website is not intended for children, and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

### Data controller(s)

Alex Chell of Ardington Limited (trading as Ardington Creative) is the controller and responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy notice).

### Contact Details

Full name of legal entity: Ardington Limited

Email address: [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)

Registered address: 27 Old Gloucester Street, London, United Kingdom, WC1N 3AX

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at

[studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)

### Third-party links outside of our control

This website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

## 2. THE PERSONAL DATA WE COLLECT ABOUT YOU

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Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include anonymised data. You can find out more about personal data from the [Information Commissioners Office](#).

We may process the following kinds of personal data about you:

- Identity Data: first name and last name
- Contact Data: billing address, delivery address, email address, telephone numbers
- Business Data: company name

We may also collect, use, and share aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

### **If you fail to provide personal data**

Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

## 3. HOW WE COLLECT YOUR PERSONAL DATA

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We use different methods to collect data from and about you including through:

- Directly. You may give us your name, contact details and financial data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - Apply for our products or services;
  - Subscribe to our newsletter or request a downloadable resource;

- Request marketing to be sent to you;
- When signing our terms and conditions before services begin.

#### 4. HOW WE USE YOUR PERSONAL DATA

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We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of Contract**  
This means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering such a contract.
- **Legitimate Interest**  
This means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by emailing [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)
- **Automated technologies or interactions**  
As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our cookie policy [INSERT LINK](#) for further details.
- **Comply with a legal or regulatory obligation**  
This means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending direct marketing communications to you via email. You have the right to withdraw consent to marketing at any time by using the 'unsubscribe' link in our communications or by contacting us at [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)

#### 5. MARKETING COMMUNICATIONS

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We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

We have established the following personal data control mechanisms:

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

You will receive marketing communications from us if you have requested information from us or purchased goods or services from us, or if you provided us with your details when you entered a competition or registered for a promotion and, in each case, you have not opted out of receiving that marketing.

### **Third-party marketing**

We will not share your information with third-parties for marketing messages.

### **Opting out**

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com) (for messages sent by us) at any time.

Where you opt-out of receiving these marketing messages, this will not apply to personal data provided to us because of a service purchase, product or service experience or other transactions.

### **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact Alex Chell at [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

## **6. WHO WE SHARE YOUR PERSONAL DATA WITH**

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We may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors, and insurers
- Government bodies that require us to report processing activities.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.

Any data shared with third party contractors, such as printers or other suppliers, is limited to what is strictly necessary for us to perform the day-to-day functions of our business or to supply the work you have contracted us to do.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their

own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## 7. INTERNATIONAL TRANSFERS

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Countries outside of the European Economic Area (EEA) do not always offer the same levels of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfer meets certain criteria.

Many of our third parties service providers are based outside the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we do our best to ensure a similar degree of security of data by ensuring at least one of the following safeguards is in place.

- We will only transfer your personal data to countries that the European Commission have approved as providing an adequate level of protection for personal data by; or
- Where we use certain service providers, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Aommission which give personal data the same protection it has in Europe; or
- If we use US-based providers that are part of EU-US Privacy Shield, or comply with GDPR requirements, we may transfer data to them, as they have equivalent safeguards in place.

If none of the above safeguards is available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

## 8. DATA SECURITY

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We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We limit access to your personal data to those employees and partners who have a business need to know such data. They will only process your personal data on our instructions, and they must be kept confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to.

## 9. DATA RETENTION

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We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We keep basic information about our customers (including contact, identity, financial and transaction data) for seven years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see Your legal rights below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 10. YOUR LEGAL RIGHTS

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Under data protection laws you have rights in relation to your personal data that include the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please contact Alex Chell via email at [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)).

We would be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you. You can contact us at [studio@ardingtoncreative.com](mailto:studio@ardingtoncreative.com)

## 11. THIRD-PARTY LINKS

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Our site contains links to and from other websites which are operated by individuals and companies over which we have no direct control. If you follow a link to any of these websites, please note that these websites have their own privacy and terms of use policies. We do not accept any responsibility or liability for these policies. We encourage you to always read the policies of every website you visit.

## 12. COOKIES

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You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our full [Cookie Policy. \[LINK TO COOKIE POLICY\]](#)

This document was last updated on 12 July 2022. Historic versions are archived can be obtained by contacting us.