



PRIVACY POLICY

This is the data and privacy policy of Eight Point Eight Limited including the companies of Inkmill Vinyl and Standard 8. For the purposes of processing data within Inkmill Vinyl and Standard 8, Eight Point Eight is a registered as a data controller with the Information Commissioners Office.

Eight Point Eight processes data under the lawful basis of the legitimate interest and fulfilling the contract of conducting business with our customers.

HOW WE COLLECT AND USE YOUR DATA

When you purchase something from www.inkmill.co.uk, as part of the buying process, we collect the personal information you give us such as your name, address, telephone number and email address. When you browse inkmillvinyl.co.uk, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system.

COOKIES

We also collect cookies to help personalise your shopping experience and secure your online account with us. Here is a list of cookies that we use. We've listed them here so you that you can choose if you want to opt-out of cookies or not. `_session_id`, username, unique token, sessional, Allows Inkmill to store information about your session (referrer, landing page, etc). `_Inkmill_visit`, no data held, Persistent for 30 minutes from the last visit, Used by our website provider's internal stats tracker to record the number of visits `_Inkmill_uniq`, no data held, expires midnight (relative to the visitor) of the next day, Counts the number of visits to a store by a single customer. `cart`, unique token, persistent for 2 weeks, Stores information about the contents of your cart. `_secure_session_id`, unique token, sessional `storefront_digest`, unique token, indefinite If the shop has a password, this is used to determine if the current visitor has access.

WHY WE COLLECT YOUR DATA

We collect and process your data to enable us to provide you with our best possible service. This includes sending out samples, quoting on prices for vinyl graphics and processing and delivering your orders. Additionally, we will use your data to send you occasional marketing offers and newsletters if you have consented to receive them from us.



WHO IS YOUR DATA SHARED WITH

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

Certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers. Once you leave inkmill.co.uk or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Terms of Service.

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

PAYMENT GATEWAY

All payments are made online or telephone via credit or debit card and will be processed securely via Worldpay, a leading payment processing service for internet retail. Please do not send credit or debit card details by email. We do not collect or store any financial information entered into our website. All credit card information is solely used by our merchant partners to process the transaction, after which time it is removed completely.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover.

PCI-DSS requirements help to ensure the secure handling of credit card information by our store and its service providers.

For more insight, you may also want to read Worldpay's Terms of Service [here](#).

HOW LONG DO WE KEEP YOUR DATA

The length of time for which we need to keep your data is determined by the purpose for which we use your information as well as our legal obligations.

HOW DO YOU GET MY CONSENT

When you provide us with personal information to complete a transaction, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only. When you set up your account we'll ask you if you'd like to receive marketing newsletters to keep you up to date with our latest products and services, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.



HOW DO I WITHDRAW MY CONSENT

We acknowledge your rights as a data subject. Including:

- the right to know what data is by held about you by Eight Point Eight
- the right to know how we collected your data
- the right to withdraw your consent to our use of your data
- the right to lodge a complaint with a supervisory authority

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at hello@inkmill.co.uk or mailing us at: Inkmill Vinyl, The Warehouse, Gladstone Road Brighton East Sussex UK BN41 1LJ

You can find out more about your rights as a data subject at the Information Commissioners Office website – www.ico.org.uk

SECURITY

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

LINKS

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

Throughout this Website you may find links to third party websites. The provision of a link to such a website does not mean that we endorse that website. If you visit any website via a link on this Website you do so at your own risk.

Any party wishing to link to this website is entitled to do so provided that the conditions below are observed:

You do not seek to imply that we are endorsing the services or products of another party unless this has been agreed with us in writing;

You do not misrepresent your relationship with this website; and the website from which you link to this Website does not contain offensive or otherwise controversial content or, content that infringes any intellectual property rights or other rights of a third party.



CHANGES TO THIS PRIVACY POLICY

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it. If inkmill.co.uk is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

QUESTIONS AND CONTACT INFORMATION

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer at hello@inkmill.co.uk or by mail at Inkmill Vinyl, The Warehouse, Gladstone Road, Brighton, East Sussex, UK, BN41 1LJ