



EAST END PRINTS LTD

PRIVACY & COOKIE NOTICE

Thanks for visiting the East End Prints website. This notice explains the what, how and why of the information we collect when you visit our website or when you use our services. It also explains the specific ways we use and disclose that information. We aim to respect your privacy and are committed to protecting the confidentiality of your personal information. Our aim is to be as clear and open as possible about what we do and why, which is why we go in-depth below to explain what we collect, send and use your data for and what your rights are.

Who are we?

Company Name: **East End Prints Ltd**

Company No.: **10638222**

Registered Address: **234 Brick Lane, London, E2 7EB**

Tel: **0207 241 1118**

E-mail: **info@eastendprints.co.uk**

What data do we collect and what are we doing with it?

We only collect the data we need to fulfil our contract with you and improve our services. The data we collect is outlined as below:

- Your Name
- Delivery Address
- Payment Information
- Billing Information
- Date of Birth
- Email Address
- Phone Number
- Communication History

What do we use this data for?

Delivering your order

- To keep you updated on the progress of your order through status updates
- To get your items to your requested delivery address
- To process payment for your order
- To manage returns, refunds, or any further requests on previous orders



Marketing

- To keep us informed of our customers' likes so we can keep updating our catalogues with the best products for you!
- To show you adverts for our latest products as you browse the web, so you can keep on top of our ever-evolving catalogue and best deals

Customer Service

- We keep a log of customer communications to keep our team trained in all things prints and cards, this allows us to bring you the best service and pick up where we left off with you if you have a query you want to revisit

Surveys and Competitions

- We want to let you know if you have won! All data captured for any marketing activity such as giveaways is stored to contact the relevant customers of their success and fulfil their order.
- We hold on to survey data to improve our services and bring you the best product.

Fraud Prevention

- As much as we want to believe all people out there live with best intentions, it is for both yours and East End Prints protection to monitor unusual or suspicious activity, to keep everyone safe. If suspicious activity is suspected we may liaise with the relevant credit or lawful enforcement agencies to investigate.

How do we collect your data?

We only collect data that has been supplied by you, the customer, so you're always in control. Data collection happens when you:

- Register for an account with us for you, or your business, or place an order for any of our products in store or online.
- If you voluntarily complete a customer survey or provide feedback on any of our review sites, message us on social media or enter a prize giveaway.
- If you contact any of our team via email or telephone with a query, to set up an account, or to place an order.
- Use or view our website via your browser's cookies.

Do we share your data?

In short, yes, but we would only ever share your data in order to fulfil our contract with you, to send out your product and to keep our communications up to date. Your data will be processed only by our trusted partners. The list below outlines who and why, to provide you with comfort that we do not sell your data to any third parties, and it is only supplied with good reason.



- Our Manufacturers** As we are a publishing house, all of our products are made to order for you by our trusted third parties.
- Courier Services** In order to get your parcel to you, we need to share your delivery and contact details with our third party courier services. Your courier is selected based on the nature of your order and could be any of the following, but not limited to; Parcelforce; Royal Mail Group; DPD; DHL; UPS; Hermes; and Palletways.
- Service Providers** This includes our website host, marketing consultancies, advertising partners and payment services. As a small company it is important for us to be able to utilise third parties to help us stay up to date and compete in a busy industry to bring you the best service!
- Fraud Prevention and Credit Agencies** From time to time we may need to lend a hand to credit and fraud prevention agencies and/or lawful enforcement officers. This is only used in necessary circumstances to prevent fraud, and keep everyone safe and protected.

How do we store your data?

Our Company securely stores your data within company owned and protected computers, at our registered address, 234 Brick Lane, London, E2 7EB, and our office address 172 Brick Lane, London, E1 6RU.

Due to the coronavirus pandemic and our staff working from home, all company protected computers have been, and continue to be, used from our employees' homes from time to time. Our staff are trained and procedures, including disciplinary, are in place for any breach of data protection.

We will keep your information on record for as long as you have an account with us or in order to provide services to you and to comply with any disputes that may arise in line with our terms and conditions. Any communications with our team will be held until you notify us to remove, so we can keep our staff trained to provide the best service and to best answer future communications with you.

Marketing

If you have signed up and chosen your marketing preferences accordingly, we may contact you from time to time with services and products and to keep you up to date with all things East End Prints.

You retain the right to opt out of our marketing at any time by contacting us via email at info@eastendprints.co.uk or by adjusting your marketing preferences by following the links at the bottom of our marketing emails. By opting out of marketing communications, we will still send you any communications in relation to our contractual agreements with you. For example, if you place an order with us, we will still email you your order confirmation and order status updates.

What are your data protection rights?



It is important that you, the customer, understand your rights when it comes to your data, so we have outlined these below.

You have the right to:

- | | |
|-----------------------------|--|
| Access | You have the right to request copies of all personal data we have on file for you. |
| Rectification | You have the right to request that we update and/or correct any information you believe is inaccurate and that we complete on your behalf. |
| Erasure | You have the right to request that we delete any data we hold on you, as long as this does not conflict with our contractual obligations with you. |
| Restrict processing | You have the right to request that we restrict the processing of your personal data, as long as this does not conflict with our contractual obligations with you. |
| Object to processing | You have the right to object to us processing your personal data, as long as this does not conflict with our contractual obligations with you. |
| Data portability | You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, as long as this does not conflict with our contractual obligations with you. |

We endeavour to complete any requests within 7 working days, but we do exercise our right in sensitive circumstances to one month to respond as set out by the ICO. If we cannot fulfil your request we will always take the time to discuss with you the reasons for this. If you would like to request any changes as set out above you can call us on 0207 241 1118 or email us at info@eastendprints.co.uk

Changes to our privacy policy

This policy was last updated 30/06/2023. We review our privacy policy in line with any regulation or operational changes and updates to our website.

Our website may contain links to other websites. This privacy notice applies only to www.eastendprints.co.uk and so we would encourage you to read the privacy policy of any external links you may visit.

How to contact us

If you would like to get in contact with us about this notice, or for any changes in how you would like us to handle your personal data, you can do so via:



Email info@eastendprints.co.uk
Telephone 0207 241 1118
Post East End Prints
234 Brick Lane, London, E2 7EB

How do I make a complaint about the use of my data?

If you have any concerns about our use of your personal information, you can make a complaint to us at info@eastendprints.co.uk. We endeavour to respond to any complaints within 3 working days, but we do exercise our right in sensitive circumstances to one month to respond as set out by the ICO.

What if I am unhappy with this notice or how you have handled my data?

We hope that we have satisfied your need-to-know on your personal data here or via email, but should you wish to report a complaint or if you feel that we have not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Website <https://www.ico.org.uk>
Phone No. 0303 123 1113
Address Information Commissioner's Office
Wycliffe House, Water Lane
Wilmslow, Cheshire
SK9 5AF

Cookies

Cookies are small text files that are placed on to your computer by websites that you visit. They are used to make websites work, to improve efficiency of websites, to improve the user's experience and to provide usage information on websites. This information should make your website visits more productive by storing and using information on your website preferences and habits.

Your web browser can choose whether or not to accept cookies. Most web browser software is initially set up to accept them.

We use the following cookies:

Essential cookies. These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to login to secure areas of our website, and to use online forms.



Analytical cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

Marketing cookies. These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences. These cookies also record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website, the advertising displayed on it and communications sent more relevant to your interests.

Third Party Cookies

In some special cases we also use cookies provided by trusted third parties. The following section details which third party cookies you might encounter through this site.

Cookie Name	Lifespan	Description	Type of Cookie	Intrusiveness / Justification
wow.session	Session	IIS Session Code	Essential	ZERO // Standard session cookie served by the web server.
wow.snonymousid	2 year	Anonymous Visitor ID	Analytics	LOW // Does not store user data, only stores active menu node over post-back
wow.schedule	Session	Load Balance Session Queue	Essential	ZERO // Standard session cookie served by the web server.
wow.utmvalues	Session	Stores the UTM values for the session	Analytics	LOW // Does not store user data, only stores active menu node over post-back
wow.trackingdata	Session	Encrypted identifier for the session	Marketing	MEDIUM // 1st party cookie which is only used by our CommuniGator integration so GatorLeads knows email contacts visiting website
wow.data	2 year	Encrypted email identification	Analytics	MEDIUM // 1st party cookie which is only used by our CommuniGator integration so GatorLeads knows email contacts visiting website
ASPXAUTH	Session	Product Authentication into CommuniGator	Essential	ZERO // Authentication cookie served by the CommuniGator product
ASP.NET_SessionId	Session	IIS Session cookie	Essential	ZERO // Standard session cookie served by the web server.

Your consent and all cookie information below remains valid for domain eastendprints.co.uk only.