

Privacy and Cookie Policy

About us

We (Image Loft Ltd, trading as Press Loft) are committed to protecting your privacy and personal information. This Privacy and Cookie Policy (**Privacy Policy**) details the steps we take to protect your personal information when you visit www.pressloft.com, www.pressloft.com.au and www.pressloft.fr (our **sites**). It describes the personal information that we collect, the purposes for which we use such information, and your choices regarding our use of it.

Our legal status under UK data protection law is that of a data controller and in this capacity we will securely store and process your personal information which you have provided to us. Data controller is a legal term used in the Data Protection Act 1998 (the **Act**) to signify the person who controls what to do with any given personal information. As data controller we have registered with the Information Commissioner's Office and our registration number is A8184273.

The steps we take to protect your personal information and how you can review and correct your personal information are also covered here. By accessing our sites, you are consenting to the information collection and use practices described in this Privacy Policy.

Changes to this Privacy Policy

We may occasionally update this Privacy Policy. When we do, we will revise the "last updated" date at the bottom of the Privacy Policy. Please ensure that you frequently check this Privacy Policy for any updates.

Collection of information

By visiting our sites and by submitting personal information to us through our sites then this Privacy Policy will apply.

The personal information we collect from you may include:

- your name;
- your email address;
- your home and/or work address; and
- your telephone number.

You are not required to provide any of this information, but if you do not, we may not be able to provide you the requested services.

How is your personal information used?

We will use the personal information you provide to us to:

- provide you with personalised visits to our sites;
- provide you with our services (including our messaging service) which you have signed up for;
- recommend goods, services or promotions which may be of interest to you (but only where you have consented to be contacted for such purposes);
- develop our offers and the layout of our sites to ensure that our services are as useful and enjoyable as possible;
- contact you; and
- send out email alerts and messages you may have signed up for or participated in.

With whom is your personal information shared?

We may disclose depersonalised data (such as aggregated statistics) about the users of our sites in order to describe our sales, customers, traffic patterns and other site information to prospective partners, advertisers,

investors and other reputable third parties and for other lawful purposes, but these statistics will include no personally identifying information.

We may occasionally be required by law, court order or governmental authority to disclose certain types of personal information. Examples of the type of situation where this would occur would be:

- in the administration of justice; or
- where we have to defend ourselves legally.

Finally, in the event of a reorganisation, sale or takeover we may need to disclose personal information.

How long do we retain your personal information?

We will retain your personal information for so long as you are registered with our sites and [indefinitely]/[for up to 6 years] thereafter. Where such personal information is no longer necessary we may delete it sooner.

The requirements of Data Protection Laws

We regard the lawful and correct treatment of your personal information by us as very important to our successful operation, and to maintaining confidence between us and our users. We ensure that our organisation treats personal information lawfully and correctly. To this end we fully endorse and adhere to the 'Data Protection Principles' set out in the Act. In particular, without your consent or first amending this Privacy Policy to reflect any change in our usage of personal information:

- we will not use your personal information for any purpose that is incompatible with this Privacy Policy;
- we will only collect sufficient personal information for the uses set out above;
- we will endeavour to keep your personal information up to date;
- we will not retain your personal information longer than necessary unless required to do so by law;
- we will operate appropriate technical and organisational processes to protect your personal information against unauthorised or unlawful access or processing and against accidental loss or destruction. The detailed measures we take are described elsewhere in this Privacy Policy; and
- we will not transfer your personal information to a country outside the European Economic Area unless adequate safeguards are in place.

Use of cookies and web beacons

Cookies are small files that websites save to your hard disk or to your browser's memory. You have the ability to accept or decline cookies. Most Internet browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies or to notify you when a cookie is being placed on your computer. If you choose to decline cookies, you may not be able to fully experience the features of our sites or other websites that you visit.

To learn more about cookies and how to disable them we recommend you visit the Information Commissioner's website [here](#). Furthermore, whilst we do not use third party marketing cookies, you can learn more about these and how to delete them [here](#).

We use persistent cookies on our sites, solely to store data on your personal settings. By visiting our sites you consent to the use of such cookies.

Security

We are committed to protecting the security of your personal information. We use a variety of security technologies and procedures to help protect your personal information from unauthorised access, use, or disclosure.

For example, we:

- require both a username and password in order for you to provide personal information to us;

- encrypt passwords with one-way encryption;
- only allow visibility of personal information to employees and registered users; and
- store personal information in a database on a dedicated server with network restrictions maintained by a hardware firewall.

It is your responsibility to ensure the security of your password and not to reveal this information to others.

Your rights

You have the following rights in relation to your personal data:

- a right of access to a copy of the information comprised in their personal data;
- a right to object to processing that is likely to cause or is causing damage or distress;
- a right to object to decisions being taken by automated means;
- a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and
- a right to claim compensation for damages caused by a breach of the Data Protection Act.

If you are unsure about your rights or are concerned about how your personal data may be processed you should [contact the Information Commissioner's Office](#).

In some cases, you can review and correct personal information provided through our sites by going to the page on which you provided the information.

If you contact us in relation to your rights we will do our best to accommodate your request or objection. Please note, however, that not all rights are absolute.

If you request a copy of personal data that we hold about you, we may require ID and we may charge a fee of £15 to meet our costs in complying with this request.

You can help us to maintain the accuracy of your information by notifying us of any change.

Please [email us](#) if you would have any queries about, or would like to enforce, your rights set out above.

Children's information

We do not knowingly collect information from children and do not target or direct our sites to children. Where we do collect information from children we will ensure that all processing and information provided is appropriate to the age of the child.

Links to other websites

Our sites may contain links to other websites. While we try to link only to websites that share our high standards and respect for privacy, we are not responsible for the content, security, or privacy practices employed by other websites.

Enforcement of this Privacy Policy

If you have questions regarding this policy or our handling of your personal information, please [email us](#). We will promptly address your concern and strive to reach a satisfactory resolution.

Last updated on 9 May 2017