



## PRIVACY POLICY

This privacy policy sets out how 3D Avenue Ltd uses and protects any information that you give to us when using our website or contact us.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

### RELEVANT LEGISLATION

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- UK Data Protection Act 1988 (DPA)
- EU Data Protection Directive 1995 (DPD)
- EU General Data Protection Regulation 2018 (GDPR)

### PERSONAL INFORMATION THAT THIS WEBSITE COLLECTS AND WHY WE COLLECT IT

This website collects and uses personal information for the following reasons:

#### Site visitation tracking

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this.

GA makes use of cookies, details of which can be found on Google's developer guides.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

#### Contact forms and email links

Should you choose to contact us using the contact form on our Contact Us page or any email link, none of the data that you supply will be stored by this website or passed to / be processed by any of the third-party data processors defined in section 5.0. Instead the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP).



Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted using SHA-2, 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

### Mailing lists

If you choose to join our email newsletter, the email address that you submit to us will be forwarded to MailChimp who provide us with email marketing services. We consider MailChimp to be a third-party data processor. The email address that you submit will not be stored within this website's own database or in any of our internal computer systems.

Your email address will remain within MailChimp's database for as long as we continue to use MailChimp's services for email marketing or until you specifically request removal from the list. You can do this by unsubscribing using the unsubscribe links contained in any eMarketing that we send you or by requesting removal via email. When requesting removal via email, please send your email to us using the email account that is subscribed to our mailing list.

While your email address remains within the MailChimp database, you will receive periodic (approximately once a month) newsletter-style emails from us.

If you are under 16 years of age you MUST obtain parental consent before joining our email newsletter.

### HOW WE STORE YOUR PERSONAL INFORMATION

All data held by 3D Avenue Ltd is secure. We provide various security measures by which all information and access to our computer systems are protected.

### OUR THIRD-PARTY DATA PROCESSORS

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the GDPR legislation. All of these third parties are EU-U. S Privacy Shield compliant.

- Google
- Mailchimp
- Hubspot
- Dropbox
- Waveapps

Furthermore, all client work is backed up internal NAS servers.

### DATA BREACHES

We will report any unlawful data breach of this website's database or the database(s) of any of our third-party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.





## CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [mark@3davenue.co.uk](mailto:mark@3davenue.co.uk)

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

## DISABLING COOKIES

If you would like to restrict the use of cookies you can control this in your Internet browser.

This policy was last updated on 29th May 2018.