# Privacy Policy – The E-Type Press Limited

This privacy policy sets out how The E-Type Press Limited uses and protects any information that you give to us when you use this website.

The E-Type Press Limited is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

The E-Type Press Limited 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. This policy is effective from 1st January 2020.

### What we collect

### 1) When you browse our website we use cookies

### Cookie Policy - How we use cookies

When you enter our website you are alerted to the use of cookies and asked to give your explicit consent to accept cookies before proceeding to use our website. The **Cookie Consent Banne**r enables you to '**accept all'** or to select **'preferences'**. If you select preferences you can see the types of cookies being used on our website and partially accept or decline them.

You can change your initial cookie preferences at any time when browsing our website, by clicking on the **Cookie Policy** Button located in the webpage footer.

We use cookies to improve your experience when using our website. A cookie is a small file which asks permission to be placed on your computer's hard drive. Some cookies are necessary and stored on your browser because they enable basic functioning of the website.

Other cookies help us analyse how you use the website so we can respond to you as an individual. We can understand your needs, likes and dislikes by gathering and remembering information about your preferences. The cookies will only be stored on your browser if you give us explicit consent to do so. If you opt out of some of these cookies, however, this may prevent you from taking full advantage of the website.

We use a range of cookies on our website which fall into different categories, necessary (e.g. for security), performance and analysis with a lifespan from session only to permanent.

To determine the exact cookies running in a specific session on our website use the **Cookie Policy** button and select **Preferences** to see all cookies and accept or restrict them. Examples of regular cookies we use are as follows

| Cookie name | Life span | Purpose |
|---|---|---|
| svSession | Permanent | Identifies unique visitors and tracks sessions |
| Hs | Session | Security |
| XSRF-TOKEN | Session | Security |
| smSession | Two weeks | Identify logged in site members |
| ssr-caching | Session | How a site is rendered |
| AWSELBCORS | One hour | Load balancing to optimize user experience |
| AWSELB | One hour | User experience optimization |
| AWSALB | One week | User experience optimization |
| AWSALBCORS | One week | Load balancing to optimize user experience |
| uipd | One year | Sitebooster directory |
| wixAB3 | 5 months | Unclassified |
| JSESSIONID | Permanent | General purpose platform |
| TSO | Session | Security |
| TS | Session | Security |
| ga | 2 years | Installed by Google Analytics to calculate visitor session. Stores information anonymously |
| gid | 1 day | Installed by Google Analytics to store information on how visitors use a website and where they have come from. Stores information anonymously |
| gat | 1 minute | Installed by Google Analytics to limit the collection of data on high traffic sites |
| utma | 2 years from setup | Part of google analytics to distinguish users and sessions |
| utmz | 6 months from setup | Part of google analytics, stores traffic source |
| fbp | Depends on ad campaign | Facebook pixel used in conjuction with Facebook ad campaigns |
| cookieyes_ | Various | To assign a unique id to a site visitor and remember their selected cookie preferences |

**Deleting cookies**

Cookies are easy to delete but it depends upon which browser you are using.

**For your particular browser you need to query how to delete cookies and follow the instructions.**

For example in Google Chrome select the Chrome menu > Preferences > Privacy and Security to get access to Clear browsing data to remove cookies.

Or if using iOS on an iphone, you can **manage** your Safari browser **cookies** by going to Settings > Safari, and then tap the option to "Clear history and website data".

**2)  When contacting us via our website.**

We ask for the following information on our contact form so we may respond to your query:

- Name
- Contact email address.
- What do you need to know

We would only ask for Address including postcode and perhaps contact phone number if you subsequently place an order with us.

**What we do with the information we gather and how we communicate with you**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- To respond to your initial query and keep you updated with the progress of an order and for order dispatch.
- For internal record keeping.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided but only if you have consented to further communications from us beyond your current contract or order with us.

**Transfer of data**

Sending information over the internet is generally not completely secure, and we can't guarantee the security of your data while it's in transit. Any data you send is at your own risk.

**Controlling your personal information**

We only collect personal information from you directly. We will not sell, distribute or lease your personal contact information to third parties unless we have your permission or are required by law to do so.

However we may send artwork to our third-party trade print partners where needed if this is the most efficient or cost-effective means of production.

**How we keep your personal information**

We have procedures and security features in place to keep your data secure once we receive it. We keep your personal contact information securely for the purposes of record-keeping, order production and dispatch. We keep artwork files on our database to enable re-printing on demand at your request.

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure any information we collect online.

Our company website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

**Your Rights**

Under the **EU General Data Protection Regulations (GDPR) which came into force on 25th May 2018,**

You have the right to access and correct the data we hold and seek clarification about how we process your data and also to request restriction on use or deletion of the data we hold. Your first point of contact is our Data Protection Controller who you may contact

by post as follows;

Ms. R. Biegel (Data Protection Controller)
The E-Type Press Limited
Lakeview Court, Wardington Manor,
Wardington, Banbury,
Oxfordshire OX17 1SW.

or by e-mail: studio@e-typepress.co.uk
or telephone 01295 758889