

Privacy Policy

Dactyl Publishing Limited (Dactyl) is committed to keeping your personal data safe and secure, and to ensuring that your privacy is protected. Should we ask you to provide information by which you can be individually identified, either when using our website, online shop or by other means, you can be assured that it will only be used in accordance with our legal obligations.

Dactyl will review this policy from time to time and any changes that may be required will be posted on our website www.dactylpublishing.com. This policy is effective from 25th May 2018.

Data Collection

The data controller is Dactyl (referred to in this policy as “we” or “us”), which means that we are responsible for deciding how and why your data is used, and for ensuring that we use it legally and safely.

We may collect data in a number of ways including, but not limited to, when you register for or use our online shop, visit our website, via email and/or telephone, fax or postal communications. The personal data we collect may include your name, postal and billing address, email addresses, phone numbers and title.

Like many websites, our website uses cookies or similar technologies and we may obtain data from third parties such as Google Analytics. This software does not enable us to capture any personally identifying information.

We do not collect or store ‘Sensitive Data’ which includes details such as genetic, biometric, religious, political or ethnic data.

How and why we use Personal Data

The law requires us to prove a lawful basis for the processing of your personal data. We will only process data where we have a lawful basis for doing so.

The majority of our data processing will be required in order that we can enter into and fulfil a contract or contracts with you, and you will have consented to the processing of that data. We will never be forceful in the way in which we request information from you. You can choose not to provide certain information when communicating with us, and/or withdraw your consent to the processing of your data at any time, but in such circumstances you must accept that either you cannot be registered as a Dactyl customer, and/or that we may not be able to enter into a contract with you.

We may also use the data we collect in the following ways;

- For our own internal record keeping.
- To better assess/respond to a query raised by a customer, either existing or potential. We may request further information from you in order to provide you with the most accurate answer possible.

- To clarify certain details. In some cases information submitted to us may be ambiguous, not make sense, or have been mis-typed. If we believe this to be the case we will use any contact details you have submitted to us to contact you and ask for further clarification.
- For internal analytical purposes, with the ultimate goal of improving our products and services for our customers.

From time to time Dactyl may have a legitimate interest in contacting you by email or phone about our products and services, and this may include marketing communications. Such email or phone communication will only take place where a contract with you has already been fulfilled, or where you have already requested information from us about our goods or services.

You can opt out of such communications at any time by emailing info@dactylpublishing.com

Sharing Personal Data

Dactyl will never:

- Share, sell, distribute or lease your personal information to third parties unless we have your specific consent or are required by law to do so.
- Allow third parties access to the back-end administration of either our website or our online shop without express permission.

We may have to share your personal data with third parties from whom we purchase products or services, for example, in order to deliver to you as a customer.

From time to time we may make enquiries of and share information with credit reference agencies to verify the identity of you and/or any representatives that purport to act on your behalf, to assess a credit application, to monitor and manage your account (if any) and for the purposes of debt collection, tracing and fraud prevention.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

Security

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 the information we collect.

We use Sage Pay to collect and process transaction information. Please refer to Sage Pay for their security policy, www.sagepay.co.uk/policies

Your information will only be held for as long as we are required by law to hold it. Any data we are no longer required to hold will be removed and/or securely disposed of.

Your rights

The law provides you with certain rights in relation to your data, and more information on your data protection rights can be found on the Information Commission website www.ico.org.uk

If you wish to exercise any of your legal rights in relation to your data you may do so by writing to:

Dactyl Publishing Limited
Meadow View
Retford Road
North Wheatley
DN22 9AZ

setting out what you would like us to do with your data. We reserve the right to charge a small fee for requests of this nature.

You have the right to register a complaint with the Information Commissioner www.ico.org.uk if you think that any of your rights have been infringed.