

LUNA BRANDING PRIVACY POLICY

BACKGROUND

Luna Branding understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all our clients and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Information About Us

Luna Branding Ltd

Limited Company Registered in England & Wales: Company No. 08899686

Registered address: 14 Market Place, Faringdon, Oxfordshire SN7 7HP

Data Protection Manager: Alun Williams

Email address: alun@lunabranding.co.uk

Telephone number: 01367 705055

What Does This Policy Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data. Personal data is, in simple terms, any information about you that enables you to be identified.

What Are My Rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we have.
- e) The right to prevent the processing of your personal data.
- f) The right to object to Luna Branding using your personal data for a particular

purpose or purposes.

- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.

For more information about our use of your personal data, or exercising your rights as outlined above, please contact us. General information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

What Personal Data Do You Collect?

We may collect some or all of the following personal data (this may vary according to your relationship with Luna Branding):

- Name
- Address
- Email address
- Telephone number
- Business name
- Job title
- Profession
- Payment information

How Do You Use My Personal Data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will be used for one of the following purposes:

- Providing and managing your account.
- Supplying our products and services to you. Your personal details are required in order for us to enter into a contract with you.
- Personalising and tailoring our products and services for you.
- Communicating with you which may include responding to emails or calls.

- Supplying you with information by email and post that you have opted-in to receive (you may unsubscribe or opt-out at any time by contacting us by email, telephone or in writing.)

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email or telephone or by post with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out.

How and Where Do You Store or Transfer My Personal Data?

We will only store or transfer your personal data in the UK or via a European based third party supplier. This means that it will be fully protected under the GDPR.

How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reasons for which it was first collected. Your personal data will therefore be kept for up to seven years by Luna Branding unless you ask us to remove your data from our records earlier than this.

Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to one important exception. In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

Luna Branding will ensure that any personal information we collect from you will be used in a way that is relevant, fair, honest, sensitive, responsible and respectful towards your privacy.

We will only share your personal information with our employees, contractors, agents or professional advisors where it is necessary in order to fulfil a valid stated purpose and this will be in compliance with The Data Protection Act 2018.

Internet based enquiries

The Internet is a global environment, so using it to collect and process personal data may involve the transmission of data on an international basis. This means for instance that data you pass to us may be processed outside the European Economic Area, although the data will always be held securely and in line with the requirements of UK data protection legislation.

Cookies

A cookie is a small piece of information sent by a web server to a web browser, which enables the server to collect information from the browser.

We use cookies to identify you when you visit this website and to keep track of your browsing patterns so that we can gather certain analytics and hone the relevance of any products and services we offer you. Many cookies are automatically deleted when you finish using the website.

Most browsers will allow you to turn off cookies. If you want to know how to do this please look at the menu on your browser, or look at the instruction on www.allaboutcookies.org. Please note however that turning off cookies may restrict your use of our website.

Types of cookies we use

- We use “session” cookies which only exist for the time that you are using our site. They perform functional tasks to ensure that you are recognised when you move from page to page within our site and that any information you have entered is remembered.
- We also use “performance” cookies. These cookies collect statistical information about how visitors use our website but they do not collect information that could identify that visitor. We use these for our site analytics to help improve how visitors use the Luna Branding website and tailor the relevance of our products and services.

How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to our postal addresses shown below. There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 30 days and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including

a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make Alun Williams, Data Protection Manager

Email address: alun@lunabranding.co.uk

Telephone number: 01367 707055

Postal Address: 14 Market Place, Faringdon, Oxfordshire SN7 7HP.

Changes to this Privacy Policy

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes will be made available on the Luna Branding website.

Luna Branding | 20 January 2023