

PRIVACY STATEMENT

We respect privacy and your rights to control your personal data. Our principle guidelines are simple. We will be clear about the data we collect and why. Your data is protected by us. We do not and will not sell your data to third parties.

This Privacy Statement (the 'Statement') explains the personal information we collect from you, either directly or indirectly, and how we will use it. Personal information is any information that can be used to identify you or that we can link to you. The Statement also elaborates on the choices you can make about the data we collect, and how you can control these decisions. Please read this Statement carefully to understand how Coloursonic may collect & use your personal information. The terms 'we', 'us', or 'Coloursonic' are each intended as reference to Coloursonic.

The Types of Personal Information We Collect

Information you provide to us

We collect information you voluntarily provide to us, such as your name, phone number and email address; for instance, when you place an order for our services.

Customer Interactions with Coloursonic

To make the information in this Statement easy to understand, we have highlighted different occasions when Coloursonic could potentially collect personal information from customers. The customer interactions with Coloursonic are broken down into the following segments:

Learning about Coloursonic

As you gather more information about Coloursonic, you may virtually or physically visit a site that we own. Examples include browsing our website, calling our office, physically visiting a Coloursonic. To learn more about Coloursonic products, you may voluntarily provide personal information, such as your name and email address during these interactions.

Purchasing Coloursonic Products

Once you have decided to use Coloursonic for your project, you may be asked to provide information so that we can complete your purchase.

We collect: your name, phone number (optional), email address, delivery/shipping address, and payment information.

Why: We use this information to complete your transaction, carry out any follow up with you about your purchase, help with any delivery issues, handle returns, and other issues related to your purchase.

Processing your personal data for this purpose is necessary for the performance of the agreement we have with you.

Please note, we do not store any payment or credit card information. We only use payment information in connection your purchase.

How We Use Personal Information

Coloursonic uses the data we collect to provide you with the Products and Services we offer, which includes using data to improve and personalise your experiences. We also use the data to communicate with you, for example, informing you about your account, new products or services available, security and other types of updates.

Coloursonic uses the data for the following purposes:

- Providing our Product Experience
- Customer Support
- Product Improvement
- Security, Safety, and Dispute Resolution
- Business Operations
- Communication, Marketing and Advertising

Providing our Product Experience

We use data to provide, operate, support and improve the Products and Services we offer to ensure our customers jobs are completed as effortlessly as possible. This processing is necessary for the performance of the agreement we have with you.

Product Improvement

We continually use data for research purposes and to develop and improve our Products and Services, including maintaining and improving the performance of our Products and Services.

Security, Safety and Dispute Resolution

We use data to protect the security and safety of our customers, to detect and prevent fraud, to resolve disputes and enforce our agreements. This processing is necessary to serve our legitimate interest.

Business Operations

We use data to develop aggregate analysis and business intelligence that enable us to operate, protect, make informed decisions, and report on the performance of our business. This processing is necessary to serve our legitimate interest.

Communication, Marketing and Advertising

We use the data we collect to deliver and personalise our communications with you. For example, we may contact you by email to inform you about new Products or Services available. This processing is necessary to serve our legitimate interest. For information about managing email subscriptions and promotional communications, please see Your Rights and Choices.

To give you a better understanding of the personal information we collect and use in different occasions you may interact with Coloursonic, please see the sections below.

How We May Share Personal Information

Coloursonic does not and will not sell personal information about our customers.

The Legal Bases for Using Personal Information

There are different legal bases that we rely on to use your personal information, namely:

Performance of a contract

The use of your personal information may be necessary to perform the agreement you have with us. For example, to complete your purchase of your Product or Service, to register and maintain your account, to help with delivery issues, to handle returns and to make sure that your product performs its basic functions in a secure way or to respond to your requests.

Legitimate interests

We may use your personal information for our legitimate interests. For example, we rely on our legitimate interest to analyse and improve our Products and Services and the content on our website, to send you notifications about updates or information about Coloursonic products and services or to use your personal information for administrative, fraud detection or legal purposes.

Where we process your personal information based on our legitimate interest and no opt-out mechanism is available to you, you may exercise your right to object by sending an email to michaela.c@coloursonic.co.uk

Security, Storage and Retention of Personal Information We Collect

Security

Coloursonic is committed to protecting the security of your personal information. However, while we take reasonable precautions to guard the personal information we collect, no security system is impenetrable.

While no service is completely secure, Coloursonic takes precautionary measures to help prevent information about you from loss, theft, misuse and unauthorised access, disclosure, alteration and destruction. For example, we store the personal data you provide on computer systems that have limited access and that are in controlled facilities.

If you have any questions about the security of your personal information, you can contact us at michaela.c@coloursonic.co.uk.

Retention

Coloursonic will retain your personal information for as long as we deem it necessary to enable you to use our services provide services to you, to comply with applicable laws (including those regarding document retention), resolve disputes with any parties and otherwise as necessary to allow us to conduct our business. All personal information we retain will be subject to this Privacy Statement and our internal retention guidelines. If you have a question about a specific retention period for certain types of personal information we process about you, please send an email to michaela.c@coloursonic.co.uk.

Your Rights and Choices

Your Rights

We want you to be in control of how your personal information is used by us. Subject to local law, you can do this in the following ways:

- you can ask us for a copy of the personal information we hold about you;
- you can inform us of any changes to your personal information, or if you want us to correct any of the personal information we hold about you;
- in certain situations, you can ask us to erase, block or restrict the personal information we hold about you, or object to particular ways in which we are using your personal information; and

Where we are using your personal information on the basis of your consent, you are entitled to withdraw that consent at any time. Moreover, where we process your personal information based on legitimate interest, you have the right to object at any time to that use of your personal information.

We rely on you to ensure that your personal information is complete, accurate and up to date. Please do inform us promptly of any changes or inaccuracies in your personal information by contacting michaela.c@coloursonic.co.uk.

We will respond to your request as soon as possible but certainly within 30 days.

We are committed to working with you to obtain a fair resolution of any complaint or concern you may have about our use of your personal information. If, however, you believe that we have not been able to assist with your complaint or concern, you may have the right to file a complaint with the data protection authority in your country.

Your Communication, Marketing and Advertising Preferences

You can opt out of receiving direct marketing communications from Coloursonic by following the instructions included in every email sent to you via the “Unsubscribe” tab. We respect your choice, and we will stop sending you promotional emails once you unsubscribe.

How to Contact Us

If you have any questions about the use of your personal information, please email michaela.c@coloursonic.co.uk.

The data protection officer of Coloursonic can be contacted at the following address: 40 Chippenham Mews, London, W9 2AW or via email at michaela.c@coloursonic.co.uk.

Changes to Our Privacy Statement

Coloursonic may modify or update this Statement when necessary, to reflect customer feedback and changes in our Products and Service. Please review it regularly. If there are material changes to the Statement or in how Coloursonic uses your personal data, we will inform you either by posting a notice of such changes, prior to them taking place, or by directly sending you an email notification. We encourage you to regularly review this Statement to learn more how Coloursonic is using and protecting your information.