



## Privacy Statement

### PERSONAL DATA.

Under the EU's General Data Protection Regulation (GDPR) personal data can be defined as:

'Any information relating to an identified or identifiable natural person ('data subject'), an identifiable natural person is one who can be identified, directly or indirectly, in particular in reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, generic, mental, economic, cultural or social identity of that natural person'.

### HOW WE USE AND STORE YOUR INFORMATION.

This privacy notice tells you how we, Fold Media will collect and use your personal data.

### WHY DO WE NEED TO COLLECT AND STORE PERSONAL DATA?

In order for us to create designs on your behalf we will collect and use your personal data and/or data of the clients in order to fulfil the brief. In any event, we are committed to ensuring that the information we collect and use is appropriate for this purpose, and does not constitute an invasion of your privacy.

### WILL FOLD MEDIA SHARE MY PERSONAL DATA WITH ANYONE ELSE?

We may need to pass on your personal data to third party service providers in the course of dealing with you (e.g. printers). Any third parties that we may share your data with are obliged to keep your details securely, and to use them only to fulfil the service they provide on our behalf. When they no longer need your data to fulfil this service, they will dispose of the details.

### HOW WILL FOLD MEDIA USE THE PERSONAL DATA THEY COLLECT ABOUT ME?

Fold Media will process (collect and store) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR). We will endeavour to keep your information accurate and up to date, and not keep it for longer than is necessary. How long certain kinds of personal data should be kept may also be governed by specific business – sector requirements and agreed practices. Personal data may be held in addition to these periods depending on individual business needs.

### UNDER WHAT CIRCUMSTANCES WILL FOLD MEDIA CONTACT ME?

Our aim is not to be intrusive, and we undertake not to ask irrelevant or unnecessary questions. Moreover, the information you provide will be subject to rigorous measures and procedures to minimise the risk of unauthorised access or disclosure.

### CAN I FIND OUT THE PERSONAL DATA THAT THE ORGANISATION HOLDS ABOUT ME?

At your request, Fold Media can confirm what information we hold about you and how it is processed.