

Privacy Policy

Projected Image Limited is committed to protecting and respecting your privacy. This Privacy Policy (together with our Terms and Conditions of Hire) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. It also sets out your privacy rights and how the law protects you. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting www.projected-image.com you are accepting and consenting to the practices described in this Privacy Policy.

Important Information and Who We Are

Projected Image Limited is the data controller and responsible for your personal data (collectively referred to as 'Projected Image Limited', 'we', 'us' or 'our' in this Privacy Policy). Projected Image Limited (company number 05367142) is registered at South Building, Upper Farm, Wootton St. Lawrence, Basingstoke, England, RG23 8PE. If you have any questions in relation to this Privacy Policy, including any requests to exercise your rights in relation to data protection, please contact us using email at info@projected-image.com.

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

Information we may collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store, transfer and process the following information (including personal data) about you:

Information you give us

You may give us information about you by filling in a form on our site www.projected-image.com or by corresponding with us by phone, email or otherwise. This includes information you provide when you register to use our site, subscribe to certain service or publication (including email newsletters), enter a competition, promotion or survey, request marketing to be sent to you, give us some feedback or when you report a problem with our sites.

The information you give us may include

Identity Data including your full name, title, date of birth. Contact Data including billing address, delivery address, email address and phone number. Marketing and Communications Data including your preferences in receiving marketing from us and our third parties and your communication preferences. We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice. We

may collect 'special categories of personal data' about you (this includes details about your religious or philosophical beliefs and information about your health). We will ask you to provide such special categories of data if we need to know about a dietary requirement or medical condition as part of providing our products and/or services to you, for example allocating you disabled access ramps at a conference.

If you fail to provide personal data Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

Information we collect about you automatically

With regard to each of your visits to our sites we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive technical data about you if you visit other websites employing our cookies. We may automatically collect the following information: Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website via analytics. Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our sites (including date and time); products you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number

Our website uses cookies to distinguish you from other users of our websites. This helps us to provide you with a good experience when you browse our websites and also allows us to improve our sites.

How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data where we need to provide goods and/or services to you when you request us to do this. Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests. Where we need to comply with a legal or regulatory obligation. Generally we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email. You have the right to withdraw consent to marketing at any time by contacting us.

Purposes for which we will use your personal data

Within the table below we have a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate. Please note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer of products and services purchased following contact with a member of our team	Identity, Contact, Profile	Performance of a contract with you
To process and deliver your order including: Manage payments, fees and charges and Collect and recover money owed to us	Identity, Contact, Transaction, Marketing and communications	Performance of a contract with you. Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include Notifying you about changes to any of our terms or Privacy Policy. Asking you to leave a review or take a survey	Identity, Contact, Profile, Marketing and communications	Performance of a contract with you. Necessary to comply with a legal obligation. Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To use data analytics to improve our websites, products/services, marketing, customer relationships and experiences	Technical, Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our websites updated and relevant, to improve our sites to ensure that content is presented in the most effective manner for you and for your devices, to develop our business and to inform our marketing strategy)

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are

subject to a duty of confidentiality. All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology and actioned live – no card payment details are stored at any time.

Data retention

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. By law we have to keep basic information about our customers (including contact, identity, financial and transaction data) for six years after they cease being customers for tax purposes. In some circumstances you can ask us to delete your data: see Request erasure below for further information. In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

Your Rights

You have the right to:

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request removal of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Access to Information

You also have the right to your personal data (known as a 'data subject access request'). This enables you to receive a copy of the personal data we hold about you and check that we are lawfully processing it. If you wish to make a request for access to your information, please contact us by email at info@projected-image.com. No fee usually required. You will not have to pay a fee to access your personal data (or to exercise any of the other rights), although we have the right to charge a reasonable

fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Changes to our Privacy Policy

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email. Please check back frequently to see any updates or changes to our Privacy Policy. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. CONTACT Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to info@projected-image.com.