

Privacy Notice – Customers

Under data protection law, individuals have a right to be informed about how Autograph uses any personal data that we hold about you. We comply with this right by providing ‘privacy notices’ (sometimes called ‘fair processing notices’) to individuals where we are processing their personal data.

This Privacy Notice explains how we collect, store and use personal data about our customers.

Autograph Sound Recording Ltd based at 2 Spring Place, Kentish Town, London, NW5 3BA, Company Number 01103988, are the ‘data controller’ for the purposes of data protection law.

The personal data we hold

We process data relating to our customers. Personal data that we may collect, use, store and share (when appropriate) about you includes, but is not restricted to:

- Contact details (name, address, email, landline or mobile telephone numbers)
- Your employer
- Your job title or role
- Your order history
- CCTV footage if you have visited our offices
- Information contained in communications between us and you.

Why we use this data

The purpose of processing this data is to help us run the Company, including to:

- Process our contracts (including the ordering, payment processing and delivery)
- Send you email communication regarding your contract with us
- Assist you with any query that you may have with your contract
- Perform quality assurance, sales analysis or other business analysis.
- Comply with legal obligations.

Our lawful basis for using this data

We only collect and use personal information about you when the law allows us to. Most commonly, we use it where we need to:

- Fulfil a contract we have entered into with you
- Comply with a legal obligation

Less commonly, we may also use personal information about you where:

- You have given us consent to use it in a certain way
- We need to protect your vital interests (or someone else’s interests)
- We have legitimate interests in processing the data

Where you have provided us with consent to use your data, you may withdraw this consent at any time. We will make this clear when requesting your consent and explain how you go about withdrawing consent if you wish to do so.

Some of the reasons listed above for collecting and using personal information about you overlap, and there may be several grounds which justify the Companies use of your data.

Collecting this information

While the majority of information we collect from you is mandatory, there is some information that you can choose whether or not to provide to us.

Whenever we seek to collect information from you, we make it clear whether you must provide this information (and if so, what the possible consequences are of not complying), or whether you have a choice.

How we store this data

We store customer data and information through both electronic and paper means. The information is kept secure and is only used for purposes directly relevant to our engagement with you. We will keep your Personal Data for no longer than reasonably necessary, and no longer than 7 years after your last purchase. In addition to this the security measures we use to protect your information against any unauthorised access or unlawful use include:

- ensuring the physical security of our offices and other sites;
- ensuring the physical and digital security of our equipment and devices by using appropriate password protection and encryption;
- limiting access to your personal data to those in our company who need to use it in the course of their work.

We have put in place Security Incident Response Procedure to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Data sharing

We do not share information about you with any third party without your consent unless the law and our policies allow us to do so.

Where it is legally required, or necessary (and it complies with data protection law) we may share personal information about you with:

- Our auditors
- Security organisations
- Professional advisers and consultants
- Police forces, courts, tribunals

Transferring data internationally

Where we transfer personal data to a country or territory outside the European Economic Area, we will do so in accordance with data protection law.

Your rights

How to access personal information we hold about you

Individuals have a right to make a 'subject access request' to gain access to personal information that the Company holds about them.

If you make a subject access request, and if we do hold information about you, we will:

- Give you a description of it

- Tell you why we are holding and processing it, and how long we will keep it for
- Explain where we got it from, if not from you
- Tell you who it has been, or will be, shared with
- Let you know whether any automated decision-making is being applied to the data, and any consequences of this
- Give you a copy of the information in an intelligible form

You may also have the right for your personal information to be transmitted electronically to another organisation in certain circumstances.

Your other rights regarding your data

Under data protection law, individuals have certain rights regarding how their personal data is used and kept safe. You have the right to:

- Object to the use of your personal data if it would cause, or is causing, damage or distress
- Prevent your data being used to send direct marketing
- Object to the use of your personal data for decisions being taken by automated means (by a computer or machine, rather than by a person)
- In certain circumstances, have inaccurate personal data corrected, deleted or destroyed, or restrict processing
- Claim compensation for damages caused by a breach of the data protection regulations

Complaints

We take any complaints about our collection and use of personal information very seriously.

If you think that our collection or use of personal information is unfair, misleading or inappropriate, or have any other concern about our data processing, please raise this with us in the first instance by emailing data.protection@autograph.co.uk

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You also have the right to lodge a complaint with the supervisory authority

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
SK9 5AF
Telephone: 0203 123 1113