

## GDPR & Data Protection Policy

### Introduction

We are committed to protecting and respecting your privacy. As a small, family-owned manufacturer of self-adhesive labels, we understand the importance of handling personal data responsibly and transparently. This policy outlines how we collect, use, store, and protect personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### Who We Are

We act as a data controller for the personal data we process in relation to our customers, suppliers, employees, and website users. We have a designated Data Protection Officer (DPO). The DPO's role and responsibility is to manage data security and to provide advice and guidance on the implementation of the GDPR policy.

### What Data We Collect

We may collect and process the following types of personal data:

- Contact details (such as name, address, email address, and phone number)
- Business information (company name, job title)
- Order and transaction details
- Website usage data (via cookies, where applicable)
- Employee data (where relevant)

### How We Use Your Data

We use personal data for the following purposes:

- To process enquiries, orders, and provide our products and services
- To manage customer and supplier relationships
- To maintain internal records and accounts
- To improve our products, services, and website
- To comply with legal and regulatory obligations

We will only process personal data where we have a lawful basis to do so, including contract performance, legal obligations, legitimate interests, or consent where required.

## Data Sharing

We do not sell or trade personal data. We may share data with trusted third parties where necessary, including:

- Delivery and logistics providers
- IT and system support providers
- Professional advisors (e.g. accountants, legal advisors)
- Regulatory authorities where required by law

All third parties are required to respect the security of our data and to treat it in accordance with the law.

## Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including satisfying legal, accounting, or reporting requirements.

## Data Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or disclosure. Access to personal data is restricted to those who have a legitimate business need.

## Legal Requirements

The following acts apply to some aspects of data security:

The General Data Protection Regulation (EU) 2016  
Copyright, Designs and Patents Act (1988) as amended  
Regulation of Investigatory Powers Act (2000)  
Human Rights Act (2000)  
Computer Misuse Act (1990)

## Your Rights

Under UK GDPR Laws, individuals have the right to:

- Access their personal data
- Request correction of inaccurate data
- Request erasure of their data (where applicable)
- Restrict or object to processing
- Request data portability
- Withdraw consent (where processing is based on consent)

Requests can be made by contacting us using the details below.

### **Cookies (Website Use)**

Our website may use cookies to improve user experience and analyse website traffic. Users can control or disable cookies through their browser settings.

### **Contact Us**

If you have any questions about this policy or how your data is handled, please contact us:

#### **Cresta Labels Ltd**

[amanda@crestalabels.co.uk](mailto:amanda@crestalabels.co.uk)

**01949 838515**

### **Policy Updates**

We may update this policy from time to time to reflect changes in legal requirements or our business practices. Please check this page periodically for updates.