



Pufferfish Ltd – Privacy Policy

Pufferfish Ltd recognise the importance of personal information, and the privacy and security of this information is extremely important to us. This policy is intended to give a clear view of what data we collect, how we use it, how long we keep it for, and how we get rid of it. This policy applies to anyone who visits our website. For further information, please get in touch on info@pufferfishdisplays.com.

Personal Data we collect

Personal data is any data which may identify a person, or be identified as relating to them. For example, name, address, email address, etc. We will sometimes need to collect this information, but this will only be through the 'contact' form on our website. Further data such as date of birth, age and employment status can be collected in connection with projects we might be working on, services we have been hired to deliver, or projects we are working on with others.

This personal data will be stored on our CRM system, Zoho, and is a secured and GDPR compliant provider. Unfortunately, the transmission of information via the internet is not completely secure. Whilst we will always endeavour to protect information, we cannot guarantee the security of any data transmitted to our site; any transmission is at the users own risk.

How we use Personal Data

We will only use personal data on relevant lawful grounds, as permitted by the EU General Data Protection Regulation (from 25th May 2018)/ UK Data Protection Act and Privacy of Electronic Communication Regulation. Personal data provided to us will be used for the purposes of carrying out our business, in a transparent manner; and in accordance with any preferences expressed by the owner of that data.

Below we have listed the main uses of the data we collect:

- Sales: We deliver hardware and software projects. If we have been contracted to provide these services, we will need to collect personal data to carry out these services. This may include name, address and phone number, but also data and business-sensitive information.
- Marketing: We occasionally run marketing campaigns; within the campaign all subscribers will be given the option to opt out of receiving any further marketing material.
- Leadfeeder: We use this as an analytics service that is based on Google Analytics data. It provides information on what companies visit the website and suggests possible sales leads based on this information. Their Privacy Policy can be found by [clicking here](#).

Any individual or company who have interacted with us can contact us at any time to change or discuss their privacy preferences, using the details below:

| | |
|--------------|--|
| Call us: | 0131 668 3360 (hours are 9.30am to 5.30pm, Monday to Friday) |
| Write to us: | Pufferfish Ltd 252 Causewayside, Edinburgh, EH9 1UU, UNITED KINGDOM |
| Email us: | info@pufferfishdisplays.com |

PUFFERFISH Ltd

A: 252 Causewayside, Edinburgh
EH9 1UU, United Kingdom
T: +44 (0)131 668 3360
W: www.pufferfishdisplays.com

PufferFish® and PufferSphere® are registered
Reg No.: SC 263 855
VAT: GB 882 995 259
UK Trade Marks of Pufferfish Ltd, under
Registration Nos. 2445143 and 2445137



Rights under GDPR

Under the GDPR, where we are using data under consent, the individual has the right to withdraw that consent at any time. They also have the right to ask us to stop using personal data for marketing purposes. This request must be submitted to us via the contact details above.

Subject Access Requests

Subject Access Requests can be submitted via the contact details above. There is no charge for making this request, although verification of identity will be required. Pufferfish Ltd will respond within 30 days of verifying the identity.

How to Complain

Please contact us in the first instance regarding any issues around the use of personal data, via the contact details above; we would welcome the opportunity to resolve any problem or query. If the resolution is not satisfactory, the issue should be raised with the Information Commissioner's Office (ICO), who are contactable via their website:

<https://ico.org.uk>

Retaining Information

Any information through our website forms will be held for a period of 3 months, upon which time it will be transferred to our CRM system, Zoho and will be held there for as long as it is current and useful – unless requested to remove it. Email data and project files will be kept for 7 years, keeping us in line with any potential audit by HMRC where we may need to produce evidence of work carried out. More information on this can be found in our Data Retention and Deletion Policy (available on request). We may also disclose personal information to third parties if we are compelled to by law, or to comply with any legal obligation.

How Data is secured

We only host personal data with suppliers who have confirmed that they take personal data security as a priority and we will assess these suppliers as the threat landscape changes.

Our use of Cookies

The Pufferfish Ltd website uses analytical and Performance cookies to give us visibility into how the site is being used. The kind of activity these monitor include, but are not limited to, how many people visit the website, how long people spend viewing the website, and which pages are visited for the longest period. No personal identifiable data is collected with these cookies, and we have implemented 'anonymise IP' to secure your data.

Storage of Information

Pufferfish Ltd is based in the UK and as such, the majority of our hosting services are also based in the UK. Some of the other data storage services we use are located in the European Union region; we do not store data outside the European Union.

Right to Portability

Under GDPR, if we have collected personal data through consent, or because we needed it in order to provide a product or service (under a contract), the individual has the right to receive their information back in a 'machine-readable' format. This request must be submitted to us via the contact details above.

Changes to this Policy

This policy will be reviewed at regular intervals for continued suitability.

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Signed on behalf of Pufferfish:

Seonaidh MacDonal
Chairman
November, 2020

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