

Data Privacy Policy

Partridges (Partridge & Print Ltd) takes the privacy of its customers very seriously and the security of your personal information is extremely important to us.

This policy together with our general Terms and conditions sets out what information we collect about you, and how it will be used and stored by us when you contact us.

By making a purchase of goods or services from Partridges, placing an order or by communicating with us online or by telephone you are accepting and consenting to the practices described in this policy.

When we say 'we', 'our', 'us' or 'Partridges' in this policy we are referring to Partridge & Print Ltd,

For the purpose of the General Data Protection Regulation (EU 2016/679), the data controller is Partridge & Print Ltd, 3 Eagle Avenue, Desborough, Northamptonshire, NN14 2WD, UK. Tel: 01933 278446.

What Information does Partridges collect?

The information that we collect and store relating to you is primarily used to enable us to provide our products and services to you. This is to ensure that we can carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us.

In some cases we use third party delivery services such as Royal Mail. Your name, address and contact details may also be shared with third party delivery contractors to ensure that we can fulfil our contractual arrangement with you to deliver the products and services you purchase from us.

Partridges hold this information for a period of 10 years. After this period we will archive permanently any inactive customer accounts. Should you request us to, we will anonymise your information removing all identifiers i.e. names and addresses connected to any transactions you have made with us.

If you provide information to us about any person other than yourself, you must ensure that they understand how their information will be used and that they have given their permission for you to disclose it to us and for you to allow us to use it for the purposes discussed with you.



Why do we collect information and how do we use it?

Under the GDPR we must have a lawful reason for using (or 'processing') your personal information. One of the lawful reasons is 'legitimate interests'. Legitimate Interests means that we can process your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests in doing so.

So, what does this mean? When you provide your personal details to us, we use your information for our legitimate business interests to ensure we can provide you with the best service possible and help us ensure you only receive relevant information from us.

Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

Some typical examples of when we might use the approach are for preventing fraud, direct marketing, maintaining the security of our system, data analytics or enhancing, modifying or improving our services,

We will process the personal information you have supplied to us to conduct and manage our business to enable us to give you the most appropriate marketing, information, service and products and provide the best and most secure experience. These are what we consider our 'Legitimate Interests'

We will never sell or share your details to other companies so that they can market to you.

How do we use Cookies?

Our website uses cookies to distinguish you from other users of our site. This helps us to provide you with a good online experience and allows us to make improvements. For detailed information on the cookies we use and the purposes for which we use them see our Cookie Policy

How do we store your data?

Any personal data that is provided to us is stored on our secure servers. Any download of information relating to any transactions entered into on our site will be encrypted to help ensure its safety. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share passwords with anyone.

Partridges will only retain personal data for as long as is necessary to provide the products and fulfil the transactions you have requested, or for other essential purposes such as complying with our legal obligations. If you have any questions

relating to our retention or destruction of your data, please contact us using the details set out in the Contact Us section.

In accordance with the General Data Protection Regulations (EU 2016/679), we employ strict physical, electronic and administrative security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage both on-line and off-line. The transmission of information via the internet is, however, not secure i.e. email and therefore we cannot guarantee the security of data sent to us electronically by you. Any transmission of such data is therefore entirely at your own risk.

Legal Obligations

You should be aware that if we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal information, we may be obliged to do so.

Where we are legally required to disclose your information or in order to enforce or apply our terms and conditions or other agreements; or to protect our rights, property, or safety or those of our customers or other third parties.

Third Party Links

You may find links to third party websites on our site. The operators of those websites will apply their own privacy policies and you should check them before you use them or submit any data to them. We are not responsible for their policies or the way they use your data or cookies, and we will not be liable for any loss, damage or distress you may suffer or incur as a consequence.

Access to information and other rights

The GDPR gives you the right to:

- Access information that we hold about you. If you wish to exercise your right of access, you must submit a written request and provide proof of your identity before we supply the information to you.
- Ask us to prevent processing that is causing - or is likely to cause - you substantial damage or distress;
- Require us not to make certain decisions automatically if they significantly affect you;
- Ask us to make any necessary changes to the personal data we hold about you in order to ensure that it is accurate and up to date;
- Ask us to have your personal data erased and to prevent processing in specific circumstances:
- Where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed.
- When the individual withdraws consent.
- When the individual objects to the processing and there is no overriding legitimate interest for continuing the processing.



- The personal data was unlawfully processed (i.e. otherwise in breach of the GDPR).
- The personal data has to be erased in order to comply with a legal obligation.

If at any point you believe the information we process on you is incorrect, you can request to see this information and even have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter.

We may refuse to comply with a request for erasure when personal data is processed for the following reasons;

- To exercise the right of freedom of expression and information;
- To comply with a legal obligation for the performance of a public interest task or exercise of official authority.
- For public health purposes in the public interest;
- Archiving purposes in the public interest, scientific research historical research or statistical purposes; or
- The exercise or defence of legal claims.

Should you wish to contact us about any of these matters, please contact our data controller: Richard@partridgesuk.com

Contact Us

If you have any questions or concerns with how we process your personal information please do not hesitate to contact us via our website or contacting us by email richard@partridgesuk.com If you are unhappy with how we are processing your personal information you have the right to refer the complaint to the regulator, the Information Commissioners Office. You can do this by visiting their website or contacting them at 0303 123 1113.

This Privacy Policy was last updated in May 2025.

