



**DUKU DESIGN LIMITED**

## **PRIVACY POLICY**

### **1. Introduction to Privacy Policy**

- 1.1 Duku Design Limited whose registered office is at William Burford House, Lansdown Place Lane, Cheltenham, Gloucestershire, GL50 2LB is committed to ensuring that your privacy is protected and Duku is compliant with the EU General Data Protection Regulations (GDPR). This privacy policy ('Privacy Policy') explains how Duku uses the information Duku collects about you and the procedures that Duku has in place to safeguard your privacy.
- 1.2 This policy replaces all previous policies and is correct as of 25 May 2018.
- 1.3 Should you have any queries relating to this policy, please contact our data protection officer, Alex Lee on 01242 697666 or email on [alex@duku.co.uk](mailto:alex@duku.co.uk) stating GDPR Data Request in the title to enquire about any aspect of these rights including accessing the data we hold about you. Alternatively, you may write to Duku, William Burford House, Lansdown Place Lane, Cheltenham, Gloucestershire, GL50 2LB.

### **2 . Data Protection Principles**

When processing your information, we will ensure that your personal data is:

- processed lawfully, fairly and transparently,
- processed for specified, explicit and legitimate purposes,
- adequate, relevant and not excessive,
- accurate and up-to-date (subject to you keeping us informed),
- kept for no longer than is necessary, and
- processed in a manner than ensures appropriate security.

### **3. Your Rights**

You hold the right to:

- Access your data free of charge in a machine-readable format.
- Ask when, where, how and for what purpose is your data being processed.
- Have your data rectified if it is inaccurate or incomplete within one month of your request, or two months if the rectification is complex.
- Have your data erased (within the legal and regulatory requirements of retaining records for statutory requirements).
- Block your data from being processed.
- Withdraw consent to your data being processed for any purpose.
- Complain to a supervisory authority; details of this are found below.

### **4. The information Duku collects**

When you visit the Website, register on the Website and/or use any Services offered by Duku, Duku may collect information including:

- Name
- Address
- Nationality
- Email address
- Telephone numbers
- IP address
- Financial information
- CVs and references (for job applicants)
- Documents proving your identity and address (for compliance with money laundering requirements)

## **5. How Duku holds, uses and processes your data**

### **5.1 Enquiries made of Duku**

When you make a new enquiry at Duku, we do our best to advise you and inform costs of work. We may follow up with you once an enquiry has been made. Our legal basis for following up with you is GDPR Article 6(1)(b).

New enquiry data is held in CRM and email marketing software; in our records database and may be in electronic documents. Any temporary paper lists are destroyed by Printwaste secure shredding.

### **5.2 Credit checks and Money Laundering**

When engaging you as a client, Duku may use your information to credit score you, to confirm your identity and assist in the prevention of unlawful activities. Our legal basis for processing this information is GDPR Article 6(1)(c).

## **6. How long do we hold information for?**

In accordance with our terms of business, closed files and associated personal data is destroyed 7 years from closing of the file. Following this closing of a file, our lawful basis for continuing to process the data is GDPR Article 6(1)(f).

Unsubscribed marketing information is deleted after 30 days. Job candidate information is deleted after 3 years.

## **7. Security**

The security of your information is important to Duku. We utilize wherever possible 2-step authentication of communication platforms and our IT security is reviewed regularly by our IT team.

## **8. Other terms**

8.1 Duku supplies links to other websites. If you click on a link, you are not protected by this Privacy Policy and you are advised to read the privacy policy of the other website as they may differ from this Privacy Policy.

8.2 Duku reserves the right to amend this Privacy Policy from time to time as it deems necessary. In such event, Duku will post such changes on the Website.