

GAUDIO'S PRIVACY POLICY

1. TERMS AND DEFINITIONS

The following terms are used in this privacy policy:

Gaudio, we, us, our	Gaudio, a company registered in England under number 05517941, at registered office Unit H, The Courtyard, Tewkesbury Business Park, Tewkesbury, GL20 8GD.
Cookies	A small text file that is placed on your device when you visit our website and stored on your browser.
EU and UK Cookie Law	A piece of privacy legislation that requires websites to get consent from visitors to store or retrieve any information on a computer, smartphone or tablet. Initially an EU Directive adopted in May 2011. Updated in the UK with additions and changes to the Privacy and Electronic Communications Regulations (PECR).
User, you, your, the individual or organisation, my	Any third party, not employed by Gaudio, that accesses the website, or contacts Gaudio with an enquiry. This includes consultants.
Website	Gaudio.co.uk, and any sub-domains of this website.
Marketing information, information	This includes a first name, a last name, an email address and a delivery address, provided through our opt-in marketing form.
Customer information, information	This includes any data provided by a customer, or potential customer, necessary to provide information, our service, and our products.
Data	All information that is submitted to Gaudio, through the website, over the phone, by email, or opt-in our marketing form. This data is protected by the Data Protection Act 1998.

2. ABOUT GAUDIO

2a. Who are we?

We are Gaudio, a company registered in England under number 05517941. Our registered office is at Unit H, The Courtyard, Tewkesbury Business Park, Tewkesbury, GL20 8GD. We are the Data Controller. You can contact us at 01242 232 383. If you have any questions or concerns about this privacy policy, you can contact hattie@gaudio.co.uk.

3. DATA PRIVACY AND SECURITY

3a. What information does Gaudio collect?

By enquiring or placing an order with Gaudio, we will collect and use information about you and any other collectors within your organisation. This information may include your full name, employer, job title, an invoicing address, a delivery address, contact information including a telephone number and email address, and payment details.

We also collect data using cookies. You can read more about our cookie policy in Section 6 of this policy.

You may also provide us with marketing information, including your: first name, last name, email address, postal address.

3b. How does Gaudio collect information?

Customer information is any data provided by an individual or organisation that contacts us by post, phone or email.

We collect marketing information through our marketing consent form. We do not use customer data for marketing purposes without your express consent. Filling in the form is not compulsory.

3c. How do we use your information?

We use your customer information to:

- Enable you to receive communications from Gaudio
- Collect payment
- Contact you regarding a re-order or drawdown of your award or plaque
- Enable delivery of your items
- Keep our CRM system up to date, to process your enquiry or order
- Send you our introductory brochure when you enquire with us
- Conduct internal market research

You may also fill in our opt-in marketing form. If you provide an email address, Gaudio will send you marketing emails, including a newsletter and updates. If you provide a postal address, Gaudio will send you our latest brochures. The first and last name provided are for identification of the individual requesting marketing material.

We do not use any marketing information provided in lieu of customer contact information.

Excluding the brochure sent to you as part of your enquiry, you will not receive marketing material from Gaudio if you do not sign up to do so using our form.

3d. Where is your information stored?

- We store information locally with a cloud back-up. We use Microsoft 365 Cloud services. You can see their Privacy Policy at <https://privacy.microsoft.com/en-gb/privacystatement>
- Certain customers will have information stored with Google Services (<https://policies.google.com/privacy>) and Box (<https://www.box.com/en-gb/legal/privacypolicy>). You will be made aware if this is applicable to your data.
- We keep certain data within our cloud-based CRM system. You can see the Privacy Policy of our CRM system here: <https://www.salpo.com/wp-content/uploads/2018/05/ClickHQ-Privacy-Policy-Salpo.pdf>
- Some personal data is kept in Sage Accounting software. You can view their Privacy Policy at <http://www.sage.com/company/privacy-notice-and-cookies>
- We also keep an encrypted hard copy back-up of data. This back-up is held in a secure location off site.

3e. How long will we keep your information?

We retain information provided for as long as necessary for us to fulfil the purposes outlined in this policy.

3f. Who will we share your information with?

We use MailChimp as our marketing automation platform, and by completing and submitting the marketing consent form, you acknowledge the information you provide will be transferred to MailChimp for processing in accordance with their Privacy Policy and Terms.

We input your customer data onto our CRM system to organise and monitor the progress of your enquiry or order.

Your delivery address is provided to UPS to deliver your items. You can find their complete Privacy Policy at <https://www.ups.com/gb/en/help-center/legal-terms-conditions/privacy-notice.page>

We do not sell, repurpose or rent the data you provide with organisations other than those stated in this policy.

3g. How do you keep my information secure?

We do our utmost to keep data safe and secure at Gaudio, with appropriate physical, electronic and managerial procedures to safeguard customer and marketing information.

We endeavour to do our best to protect your information. However, we discourage individuals or organisations from sending any personal or identifiable information, including payment details, via email. While we make every effort to remove all copies of any payment data sent over email, this is not guaranteed. We advise that all payment information is provided by telephone.

Gaudio has up to date firewall protection, and all PCs are protected by anti-virus software.

You are responsible for the safeguarding of personal passwords, and the transfer of payment details.

3h. Hiring and recruitment at Gaudio

During the recruitment process, we receive CVs and cover letters. We also make notes during the interview process. We keep this information on file for 6 months. These records are destroyed after 6 months.

Occasionally, we may wish to keep recruitment information on file for longer than 6 months. In this instance, we will seek consent from any applicants.

4 . Y O U R C H O I C E S A N D R I G H T S

You can control, withhold and access your data. Your rights are in accordance with ICO Guidelines.

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

- You can decide how your marketing information is used by Gaudio through the online opt-in form, or by contacting hattie@gaudio.co.uk
- You can decide how your customer information is used by contacting your Project Manager, or by calling 01242 232 383.
- You have the right to access to the data you have provided.
- You can request that we update, complete or correct your customer or marketing information.
- You can request that we provide your information to use in an electronic format, and/or have that information transferred directly to another organisation (data portability).
- You have the right to have all marketing or customer information removed from our records.
- You can restrict the amount of data you provide to us. You can do this using the marketing consent form, by disabling cookies, or by contacting us directly.

- You have the right to object to the use of your marketing or customer information in certain circumstances.
- You have the right to object to any automated processes

Not choosing to receive marketing material, or changing your mind about receiving marketing material, will not impact your service as a customer with Gaudio.

If you wish to proceed with any of the above, please contact us at hattie@gaudio.co.uk, or 01242 232 383.

Please note: we require some data to provide you with our service. Removing or changing the data you provide may affect this. You will be notified of any issues if you contact us to change or remove any information.

5 . A B O U T T H I S P O L I C Y

5a. What is the scope of this policy?

This policy is for Gaudio customers and individuals or organisations that make enquiries or contact us, and with respect to this website. It also covers our marketing processes. It does not include any websites that can be accessed from Gaudio.co.uk, including but not limited to social media pages. We have no control over external websites in the instances that we include links to them, and we are not responsible for the content.

5b. Third Party Websites and Services

Gaudio may employ the services of third parties to deal with processes necessary for the operation of the business and the website. These providers will have access to certain personal data provided by users of this website or Gaudio customers. Any data accessed by a third party is used only to the extent required by them to perform the services we request. Any other use is prohibited. Any data processed by third parties will be done so within the terms of this Privacy Policy, and in accordance with the Data Protection Act 1998.

5c. Changes to the business

In the instance that Gaudio expands or reduces business operations, which may include the sale or transfer of control of all or part of the business, data provided by individuals or organisations will be transferred, when relevant. Despite changes, any data submitted will only be used for the purposes outlined in this Privacy Policy.

5d. Changes to the privacy policy

Gaudio Ltd reserves the right to change this privacy policy when we deem necessary, or as required by law. Any changes will be posted on the website, and you are deemed to have accepted the terms of the privacy policy when you first use the website following any alterations.

6 . C O O K I E P O L I C Y

Cookies are collected automatically when you visit the Gaudio website and used for Google Services. This information is not shared.

Cookies are small text files that are placed on your device when you visit our website and stored on your browser.

We use analytical, geotargeting, demographic and site performance cookies. Cookies mean that we can recognise and count how many visitors visit our website, how they use the website, where they came from, and what pages they visit through Google Services.

Unless you have signed into the Gaudio website, we cannot identify individuals with these cookies. This analysis helps us improve our services. You can read Google's Privacy Policy at <https://policies.google.com/privacy>

You can opt out of Google Analytics monitoring at this link:
<https://tools.google.com/dlpage/gaoptout/>

Most browsers allow you to turn off or delete cookies, but this may restrict the use of the website and/or affect the way it operates.

- Cookie settings in Internet Explorer: <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- Cookie settings in Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- Cookie settings in Chrome: <https://support.google.com/chrome/answer/95647?co=GENIE.Platform%3DDesktop&hl=en>
- Cookie settings in Safari and iOS: <https://support.apple.com/en-gb/HT201265>

All cookies on this website are used in accordance with UK and EU cookie law.

7 . M A R K E T I N G

7a. Marketing Summary

Excluding an introductory brochure for all new enquiries, we do not use your customer information for marketing purposes. We collect marketing information through our opt-in marketing form. You can provide a full name, email address and postal address in this form.

If you provide an email address, we will send you our quarterly newsletter, and updates about our service. If you provide your postal address, we will send you the latest brochure, and any updated brochures.

We do not use marketing information provided in lieu of customer contact information.

Your choices and rights are as stated in the privacy policy.

7b. Why do you need my consent to send marketing material?

You can read more about why we require consent to collect marketing information at the ICO website.

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/consent/>

We endeavour to keep your marketing information secure, and only send you marketing material with your permission.

7c. Where is my marketing information stored?

We keep marketing information provided in the marketing consent form on MailChimp. You can read the MailChimp Privacy Policy at <https://mailchimp.com/legal/privacy/>

7d. How can I have my marketing information removed from your records?

You can unsubscribe from emails using the 'unsubscribe' button at the bottom of Gaudio marketing emails.

You can make any requests in relation to your marketing information by calling 01242 232 383 Ext 3, or by emailing hattie@gaudio.co.uk.

Please note: Any marketing information that is removed or amended from the marketing database will NOT remove any customer information, which is independent of marketing information. To discuss your customer information, please call 01242 232 383.

7e. Who can I contact to discuss my marketing information?

If you have any questions about our privacy policy or your marketing information, you can call 01242 232 383 Ext 3, or email hattie@gaudio.co.uk.

If you are receiving marketing emails from us and have not previously opted-in to receive them, or have unsubscribed, call us immediately at 01242 232 383 Ext 3 so we can investigate further.

**7f. Why did you use an image of my award/plaque/trophy in your marketing material?
Can I contact you about this?**

Yes! When you place an order with Gaudio, your confirmation states that unless otherwise specified, any media created by Gaudio featuring your award or plaque will be used for our own marketing purposes, across our website, social media channels, newsletter and printed media.

If you have any queries about this, or you want to change your mind during the order process, you can contact your Project Manager directly, or call 01242 232 383.

7g. Who can I talk to about marketing opportunities?

If you have any marketing opportunities you would like to discuss, please call 01242 232 383, or email hattie@gaudio.co.uk