



Privacy and Data Protection Policy

The Astute Group respects your privacy and will treat all information confidentially.

Collecting and storing data

We require certain personal information when you place an order, request a proof or a quotation, supply us with goods or services or contact us otherwise in respect of our products and services, either via our website, email, telephone, live chat or social media. The data collected includes contact names, company names, addresses, telephone numbers, e-mail addresses. This information is collected by employees of The Astute Group and stored on secure servers and is not stored anywhere outside the UK. No information will be passed on to third parties without informing you and/or obtaining your consent with the exception of credit card payments and carriers/direct suppliers – see below.

Use of your personal information

We will use the information provided for the following purposes:

- 1 To process orders, enquiries and proof requests.
- 2 To administer accounts and process payments.
- 3 To review job applications.
- 4 To contact you about new products, special offers/promotions and services via e-mail or telephone unless otherwise requested to do so. If you do not wish to receive marketing information from The Astute Group via telephone or e-mail, you need to contact our Data Protection Officer in writing requesting your details are removed from our mailing list.

Website

- Any information given by you via our on-line enquiry system is voluntary and will only be used to process orders and enquiries.

Credit/debit card payments

All credit and debit card payments are processed by a member of our accounts team. No card details are stored by The Astute Group either digitally or manually. The Astute Group is fully compliant with the Payment Card Industry Data Security Standard (PCI DSS).

Carriers/Direct Suppliers

When delivering your order via a carrier or through a direct supplier we need to share your contact name, company name, delivery address, telephone number and order details. They cannot use the information to contact you directly other than to make the delivery. All information is held securely. No information will be passed by them to 3rd parties.

Deletion or amendment of contact information

We will keep your personal data for the duration of the period you remain a customer of The Astute Group and as long as necessary in accordance with applicable laws. You may request your personal data is deleted or amended at any time by contacting our Data Protection Officer in writing. There will be no charge for this service. Please note some data may not be able to be deleted depending on our legal or accountancy obligations.

The DPO officer is: Paula Elvin, Director please contact her by email p.elvin@astute.uk.com

We reserve the right to amend the above at any time and the policy does not form any part of a contractual agreement with The Astute Group.