



"The Evolution Of Elite Identities..."

PRIVACY POLICY

1.0 Labyrinth Designs takes USER PRIVACY AND DATA PROTECTION seriously. We believe:

- User privacy and data protection are basic human rights
- We have a duty of care to the people we interact with
- We only collect and process data when needed
- We never spam
- We will never sell, rent or otherwise distribute or make public your personal information

2.0 THE LAW

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

- UK Data Protection Act 1988 (DPA)
- EU Data Protection Directive 1995 (DPD)
- EU General Data Protection Regulation 2018 (GDPR)

This site's compliance with the above legislation, all of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation set out by many other countries and territories as well.

If you are unsure about whether this site is compliant with your own country of residences' specific data protection and user privacy legislation you should contact our data protection officer (details of whom can be found in section 9.0) for clarification.

3.0 PERSONAL INFORMATION THAT THIS WEBSITE COLLECTS AND WHY WE COLLECT IT

We may collect the following information:

- name and job title
- contact information including email address
- demographic information such as postcode, preferences and interests
- other information relevant to customer surveys and/or offers

This website collects personal information for the following reasons:

3.1 SITE VISITOR TRACKING

Like most websites, we use Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Labyrinth Designs
2 Timson Close, Totton, Southampton, SO40 8UF
M: 07983 201650
E: info@labyrinthdesigns.co.uk
W: www.labyrinthdesigns.co.uk

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor (see [section 6.0](#) below).

GA makes use of cookies, details of which can be found on [Google's developer guides](#). FYI our website uses the analytics.js implementation of GA.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

3.2 CONTACT FORMS AND LINKS

Should you choose to contact us using the contact form on our Contact us page or an email link, none of the data that you supply will be stored by this website or passed to / be processed by any of the third party data processors defined in section 6.0. Instead the data will be collated into an email and sent to us over the [Simple Mail Transfer Protocol \(SMTP\)](#). Our SMTP servers are protected by [TLS](#) (sometimes known as SSL) meaning that the email content is encrypted using [SHA-2](#), 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

4.0 HOW WE STORE PERSONAL INFORMATION

As detailed above, we never store your personal data on our site. Should we implement a blog or other area which would require logging in to our site, the data will be stored in a pseudonymous fashion meaning that the data would require additional processing using a separately stored 'key' before it could be used to identify an individual.

Pseudonymisation is a recent requirement of the GDPR which many web application developers are currently working to fully implement. We are committed to keeping it as a high priority and will implement it on this website if it becomes appropriate.

5.0 ABOUT OUR WEB SERVER

This website is hosted by [Names.co.uk](#) part of the Dada Group within a UK data centre. All traffic (transferral of files) between this website and your browser is encrypted and delivered over [HTTPS](#).

6.0 OUR THIRD PARTY DATA PROCESSORS

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the legislation set out in [section 2.0](#). All 3 of these third parties are based in the USA and are [EU-U.S Privacy Shield](#) compliant.

- Google ([Privacy policy](#))

7.0 DATA BREACHES

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

8.0 DATA CONTROLLER

The data controller of this website is: Labyrinth Designs

whose registered office is:

2 Timson Close, Totton, Southampton, SO40 8UF

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M: 07983 201650
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9.0 DATA PROTECTION OFFICER

Emma Dixon
Director, Labyrinth Designs
Telephone: 07983 201650
Email: emma@labyrinthdesigns.co.uk

10.0 CHANGES TO OUR PRIVACY POLICY

This privacy policy may change from time to time inline with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes. Specific policy changes and updates are mentioned in the change log below.

10.1 CHANGE LOG

07/05/18

- Privacy policy instigated