



# Privacy policy

## INTRODUCTION

This privacy policy sets out how Dreamcell uses and protects any information that you provide. Dreamcell is committed to ensuring that your privacy is protected. This privacy policy explains what we do with your personal data. It describes how we collect, use and process your personal data, and how, in doing so, we comply with our legal obligations to you. We are committed to safeguarding your data privacy rights.

This privacy policy adheres with the General Data Protection Regulation (2018).

## WHAT DATA WE COLLECT

### Client related data

If you are a customer of Dreamcell or you are enquiring about becoming one, there is a certain amount of information we need to know about you as a contact, such as:

- Name
- Email address
- Phone numbers

Over the course of our relationship with you, we may also hold information relating to:

- Finance team contact details
- Information relating to your design, communications and marketing needs
- Information relating to company ambitions
- IP address
- What you're interested in

### Supplier data

From our suppliers we will hold a small amount of information to ensure things run smoothly. We need to collect these things to ensure our communication runs smoothly:

- Name
- Email address
- Phone numbers
- Bank or payment details



## HOW WE USE YOUR DATA

### Client related data

The main reason for us to use the data of a client would be to ensure the relationships runs smoothly. We will use the information you give us as a client to give you a bespoke service. Sometimes we may ask you information for market research, your consent will be gathered and where appropriate your data will be anonymised.

### Supplier data

The reason we use the data of a supplier is to ensure the contractual arrangement between us runs smoothly and that it complies with legal requirements.

## WHO DO WE SHARE YOUR PERSONAL DATA WITH?

### Client related data

Your personal data will remain internally at Dreamcell and not shared with third parties.

### Supplier data

Unless specified otherwise, we may occasionally share your information with third parties such as other service providers and organisations.

## THE LEGAL REASONS WE PROCESS YOUR DATA

Article 6 (1) (f) of the GDPR is the legal reasons relevant to us and why we process and hold your data. Its states that it “is necessary for the purposes of the legitimate interests pursued by (us) or by a third party, except where such interests are overridden by the interest or fundamental rights or freedoms of (you) which require protection of personal data.”

### Client related data

To ensure we provide you with the best service possible, we store your personal data and/or the personal data of individuals in your organisations, as well as keeping records of the activity we’ve undertaken with you. This may include written recording of our conversations, meetings, projects, and assignments.

### Supplier data

We use your data to enable you to provide a service to us, which hold legitimate interest. We deem all data such as financial details necessary to enable us to work with you.

## HOW WE COLLECT YOUR DATA

Throughout Dreamcell, data is collected through these channels:

- Directly from you, over the phone or via internet or video call
- Directly from you, face to face
- Directly from you, over email, or mail communication
- From the Dreamcell website – when a form is completed

This data is stored in a secure system and cleansed regularly. At any time, your data can be removed from the Dreamcell system or requested.

## CONSENT

To process your data in some circumstances, we are required to ask for your consent. This will be opt-in consent or soft opt-in consent.

Article 4(11) of the GDPR states that (opt-in) consent is “any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.”

This means:

- You have freely given us consent

- You know what you are consenting to

- You have control over which processing activities you consent to and which you don't

- You have taken positive and affirmative action in giving us your consent

However, in some cases we can rely on soft opt-in consent. For example, when marketing our services to you or sharing news relating marketing, we are able to provide this as long as you do not actively opt-out from these communications.

## SAFEGUARDING YOUR DATA

We are committed to ensuring your data is secure, in order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## HOW LONG DO WE KEEP YOUR DATA FOR?

We will keep your data for no longer than you wish us to, it can be deleted upon request. If we have not had meaningful contact with you for a period of 36 months, we will delete your personal data from our systems unless we believe that we should lawfully preserve it (from example, because our obligations to tax authorities or in connection with any anticipated litigation).

When we refer to “meaningful contact”, we mean communication between us (either verbal or written). We will consider it meaningful contact with us if you have communicated with us about the potential of working together.

## ACCESSING, AMENDING OR TAKING BACK YOUR DATA

You have rights to your data and can get in touch with us at any time at Rachel@dreamcell.co.uk or +44 (0) 1732 750992 or at Dreamcell, Martins, Scords Lane, Toys Hill, TN16 1QE

One of the GDPR's main objectives is to protect and clarify the rights of EU citizens and individuals in the EU with regards to data privacy. This means you retain rights in respect of your data, even once you have given it to us.

We will seek to deal with your data request without undue delay and in accordance with the requirements of any applicable laws. Please note that we will keep record of any communications relating to this request to help us resolve it.

The rights you have to your data include the following:

### Right to object

If you do not agree that we are using your data for legitimate interests, you have the right to object. We will respond to your request within 30 days, unless other limited conditions apply.

### Right to withdraw consent

Where you have obtained your consent to process your personal data previously, you may withdraw this consent at any time. Just let us know.

## **Data subject access requests (DSAR)**

You have the right to ask us to confirm what information we hold about you at any time, and you may ask us to modify, update or delete such information. At this point we may ask more information about your request, before complying with you.

### **Right to erase**

You have the right to contact us to erase your information at any time. At the point of receiving one of these requests, we aim to complete the deletion within 30 days of the request. At the point of receiving one of these request, we will confirm with you whether you want to be completed deleted, or whether you'd be happy to archive with minimal information – this will minimise the chances of you being contacted again.

We would be entitled to refuse to comply with your request for one of the following reasons; to exercise the right of freedom for expression and information, to comply with legal obligations or for the performance of public interest task or exercise of official authority, for public health reasons in the public interest, for archival, research or statistical purpose, or to exercise or defend a legal claim.

### **Right to rectification**

You can request that we rectify any inaccurate or incomplete personal data that we hold about you. We will ensure that this information is altered and notify you that it has been complete.

### **Right to restrict processing**

You have the right to request that we restrict our processing of your personal data in certain circumstances. This means that we can only continue to store your data and will not be able to carry out any further processing with it unless you give us your consent or when further processing is necessary for either the establishment, exercise or defence of legal claims.

### **Right of data portability**

If you wish, you have the right to transfer your data from us to another data controller. We will help with this, either by directly transferring your data for you, or by providing you with copy in a commonly used machine-readable format.

### **Right to lodge a complaint with a supervisory authority**

You also have the right to lodge a complaint with your local supervisory authority, details of which can be found at the end of this document.

### **Right to unsubscribe**

If your interests or requirements change, you also have the right to unsubscribe from some or all our marketing content, by clicking the unsubscribe link or contacting us at [rachel@dreamcell.co.uk](mailto:rachel@dreamcell.co.uk)

## **LINKS TO OTHER WEBSITES**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **CONTROLLING YOUR PERSONAL INFORMATION**

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

## **DEFENDING LEGAL CLAIMS**

It may be necessary for us to process personal data and, where appropriate and in accordance with local laws and requirements, sensitive personal data in connection with exercising or defending legal claims. Article 9 (2)(f) of the GDPR allows this where the processing “is necessary for the establishment, exercise or defence of legal claims or whenever courts are acting in their judicial capacity”.

## **HOW WE USE COOKIES**

A cookie is a small file which asks permission to be placed on your computer’s hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **CONTACTING US**

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please contact:

Dreamcell, Martins, Scords Lane, Toys Hill, TN16 1QE

Phone: +44 (0) 1732 750992

Email: [rachel@dreamcell.co.uk](mailto:rachel@dreamcell.co.uk)

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any information found to be incorrect.

## **CONTACTING THE LOCAL SUPERVISORY AUTHORITY**

The Information Commissioners Office. You can contact them in the following ways:

Phone: 0303 123 1113

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Post: Information Commissioner’s Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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