



Who we are

“At Peterlynn we are committed to maintaining the trust and confidence of our customers and visitors to our website. In particular, we will not sell, rent or trade email lists with other companies and businesses for marketing purposes. For further clarity in this Privacy Policy, we’ve provided detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

Types of data we collect

Website Cookies

Our websites use cookies to collect information. This includes information about browsing and purchasing behaviour by people who access our websites. This includes information about pages viewed, products purchased and the customer journey around our websites. Detailed information is set out in our Cookie Policy.

Google Analytics

When someone visits www.peterlynn4labels.co.uk we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.



Mailing Lists

As part of the registration process for our quarterly e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about things you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails.

Access to your personal information

You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Vicky Waine – vicky@peterlynn4labels.co.uk

Third-Party Processors

Our carefully selected partners and service providers may process personal information about you on our behalf as described below: "Digital Marketing Service Providers"

We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed data processors include:

(i)Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: dpo@sopro.io."



Changes to this Privacy Notice

We will review our privacy policy again in May 2019.