

Folio Privacy Policy – Published 25 May 2018

Introduction

Folio illustration agency is committed to upholding your privacy and safeguarding the personal data you share with us. Under the law, we are required to provide certain details regarding our collection, use and protection of your personal data – this information is outlined below. If you have any queries about about how Folio uses your personal data after reading this Privacy Policy, please contact us.

Folio

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Your Rights

Data Protection Law gives you certain legal rights in relation to how Folio records and uses your personal data. If at any point you believe the personal data we hold on you is incorrect, you can request to see this information and have it corrected or deleted (where necessary) by contacting Folio.

Our Data Collection

Folio collects, holds and uses personal data in order to provide goods, services and marketing information as well as other purposes in order for Folio to operate, including managing the following services:

- Sales of prints and other products
- Email newsletter subscriptions

Folio will not collect or store any personal data that we do not need or is not required for legal or other legitimate purposes. Marketing emails and other electronic communications will only be sent to individuals at their email address where we have their consent or the information relates to products/services they previously purchased from Folio. All electronic marketing communication from us will have an unsubscribe option, so you can let us know immediately if you do not want to hear from us.

Data Sharing

Folio does not share, sell or rent your personal data to third parties for marketing purposes. Folio does sometimes need to share your personal data with third parties when using suppliers or service providers to support our operations as described in this Privacy Policy – for example, transmitting a postal address to our printer so that a purchased print may be sent to the buyer.

The Folio Website

Folio's website data is transmitted in an encrypted form using the SSL (Secure Socket Layer) coding system. Folio's website uses 'cookies' – small data files stored on viewers' computers – so that those computers can be recognised by the Folio website when visitors return, which helps to improve our website; you can set your web browser (eg Microsoft's Internet Explorer, Google's Chrome or Apple's Safari) to block the recording of cookies. Folio may also automatically collect information about each page you visit, including your domain, IP address, the previous site accessed and the browser you use and your operating system. Again, we use this information to improve the use of our website and is not used to identify you in any way. The Folio website uses Google Analytics, a web analytics service provided by Google which uses cookies to help us analyse how the Folio website is used. The information generated by the cookie about your use of the website (including your IP address at the time of logging on), will be transmitted to and stored by Google on servers in the US. Google uses this information for the purpose of evaluating visitors' use of the website, compiling reports for Folio on our website activity and providing other services relating to website activity and internet usage. Google will not associate your IP address with any other data held by Google.