

VIVID DESIGN & PRINT CO

PRIVACY NOTICE

Last updated: 13 August 2026 | Website: www.vividdesignandprint.co.uk

1. Who we are

Vivid Design & Print Co is a print and design business based in Stafford, Staffordshire, UK. For data protection purposes, Vivid Design & Print Co is the controller of the personal information described in this notice.

Contact: sales@vividdesignandprint.co.uk | 01785 847 600 | www.vividdesignandprint.co.uk

2. Information we may collect

- Your name, business name and contact details, including email address and telephone number.
- Information you provide when requesting a quote, making an enquiry, placing an order or completing a lead form.
- Order, artwork, delivery and payment-related information needed to provide our products and services.
- Messages and correspondence you send to us by email, social media, website forms or other channels.
- Basic website usage and technical information where cookies or analytics are used.

3. How we use your information

- To respond to enquiries and send requested product information, prices and quotations.
- To process, produce and deliver orders and provide customer service.
- To manage our business records, accounts and legal obligations.
- To improve our products, services, website and customer experience.
- To send marketing where we are permitted to do so. You can opt out of marketing at any time.

4. Our lawful bases

Depending on the situation, we may rely on one or more lawful bases under UK data protection law, including: **contract** (or steps you ask us to take before entering a contract), **legal obligation**, **legitimate interests** in running and promoting our business where those interests do not override your rights, and **consent** where consent is required.

5. Meta / social media lead forms

If you submit your details through a Facebook or Instagram lead form, we use the information you provide to respond to your enquiry, send the information or quotation you requested and follow up about that enquiry. Meta may also process your information under its own privacy terms.

6. Who we may share information with

We do not sell your personal information. We may share information only where necessary with service providers such as payment providers, delivery companies, professional advisers, IT or website providers, accounting services, print or production suppliers, and authorities where required by law. We expect service providers handling personal information for us to protect it appropriately.

7. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose it was collected, including customer service, business, tax, accounting and legal requirements. Enquiry information that does not become an order is normally reviewed and deleted when it is no longer needed. Order and financial records may be kept for longer where required for tax, accounting or legal purposes.

8. Your rights

Depending on the circumstances, you may have rights to access your personal information, ask us to correct or delete it, restrict or object to how it is used, and receive certain information in a portable format. Where we rely on consent, you may withdraw that consent at any time. To exercise a data protection right, contact us using the details above.

9. Marketing

Where we send direct marketing, you can ask us to stop at any time by using any unsubscribe option provided or by contacting us. Opting out of marketing will not stop service messages relating to an existing enquiry or order.

10. Security

We take reasonable technical and organisational steps to protect personal information from loss, misuse, unauthorised access, alteration or disclosure.

11. Complaints

If you have concerns about how we use your personal information, please contact us first so we can try to resolve the issue. You also have the right to complain to the UK Information Commissioner's Office (ICO) at www.ico.org.uk.

12. Changes to this notice

We may update this privacy notice from time to time to reflect changes to our services or legal requirements. The latest version will be made available through our website or other appropriate channels.