



## PRIVACY POLICY

All personal information collected and used from the Print Image Network site will be processed in accordance with the 1998 Data Protection Act.

### INFORMATION COLLECTED

#### Registration

In order to register for full access to the Print Image Network web site we will require you to supply your name, email address, company or organisation name and telephone number. Registrants are also presented with the option of supplying their postal address, postcode and fax number.

### USE OF INFORMATION

#### General

Information supplied in this site may be shared with our other group companies only. When you register with our site, we ask you whether you would like to receive our email newsletters detailing changes to the site, as well as offers and services. You have the ability to opt-out of receiving all or any of these offers during registration.

From time to time, we may ask our market research partners to contact you by telephone as part of a survey of our services. You will be able to choose at the time whether or not you want to take part in that survey.

We have taken measures to ensure that information supplied to us is held securely. As a consequence – we may occasionally request proof of identity before allowing access to your personal information.

You have the right to access all personal information supplied to Print Image Network and rectify any inaccuracies on the information held. Further enquiries should be made to [solutions@printimagenetwork.com](mailto:solutions@printimagenetwork.com) or sent to Customer Care, Print Image Network Limited, 3rd Floor, Houldsworth Mill, Houldsworth Street, Stockport, SK5 6DA.

Amendments and updates to this policy may be made from time to time. Any revisions will be posted on this page so you will always be aware of what information we collect.

#### Registration

Email addresses are collected in order to send registrants a confirmation of their password, providing them with online access to their registration details. The user can access this information at any time in order to update their details or change the option on whether they would like to receive communication from Print Image Network or our other group companies.

Other registration information is collected in order:

- To generate an overall audience profile of visitors using the Print Image Network web site. This information is then used to assist in developing relevant content features on the site.
- To provide our web site visitors with the option to receive email bulletins as well as the option to receive email and postal offers from Print Image Network. It provides Print Image Network with the potential to better target that visitor with relevant and timely offers by email or post, providing that visitor has opted to receive notification on such offers.

### USE OF COOKIES

When you visit our web site we issue a "cookie" or unique identification code that enables us to recognise your computer and store settings to help facilitate your use of our site.

If your computer is configured to accept cookies we will be able to provide time saving functionality such as:

- The ability to pre-fill the order and enquiry form with your address and postcode, thus preventing the need to re-input each time you need to run a request (registered users only).
- Unhindered access to all the fields within our advanced search settings (registered users only).
- Ready access to an online record of past requests you may have placed via the site (available soon).
- Access to our Saved Search and E-alert functionality (available soon).

Please note you DO NOT need to accept a cookie in order to gain access or to utilise the Print Image Network service. For further information on cookies or for details on how to delete them or refuse their installation on your computer, please visit <http://www.aboutcookies.org>

## Why we use cookies

Print Image Network uses cookies for 3 purposes:

- To enable the delivery of functionality that improves the ease and speed of using the Print Image Network web site (see above).
- To enable us to track the relative demand for different types of request on the site. Such information enables us to offer better help for users searching for specific items.
- To enable us to track the relative popularity of disparate parts of our site. This in turn enables us to concentrate our efforts on developing those parts of the site that are generating the greatest demand.