



Privacy Policy

Dynamic Image Ltd

Trading as: Sourcing City / Promotional Office
Merchandise World

Consent | Marketing

- We hate spam as much as you do. Our communications will always be professional, industry-orientated, and informative.
- We operate an 'Opt Out' policy when customers engage with our services.
- Clear unsubscribe details are always shown on our e-communications.
- All unsubscribes are actioned and those individuals will not receive further e-marketing from us.
- If you are a registered user of any of our services, your personal contact information may be used by us and other promotional merchandise industry related businesses carefully selected by us to contact you in writing, by e-mail or telephone to offer you products, offers and services that we believe are directly related to the promotional merchandise marketplace.
- We also hold data on distributor and supplier companies and individual contacts within the promotional merchandise industry who we feel would benefit from our services or who may wish to supply our customers.
- Much of our e-marketing is sent through MailChimp where we transfer & store your business email address and track interactions.
- Data we pass to Mailchimp for e-marketing purposes is protected by the terms on their Privacy Policy. <https://mailchimp.com/legal/privacy>
- You can opt out of receiving contact for marketing purposes at any time. Please write to the Data Protection Officer, Dynamic Image Ltd, The Hub, Fowler Avenue, Farnborough, GU14 7JP UK.

Legitimate Interests Assessment

- Dynamic Image Ltd (including: Sourcing City / Promotional Office / Dynamic Highway / Merchandise World) hold corporate data for promotional merchandise distributor & supplier companies. This includes employee contact details.
- The corporate and individual personal data we hold of distributor & supplier customers and companies is to provide services or information to, or requested from those companies.
- This information is used for business to business purposes only.
- Our communications are only related to the promotional merchandise industry.
- We only use people's data in ways they would reasonably expect and which have a minimal privacy impact.

Purpose test: Any marketing or services provided by us, or our third-party contacts would only ever contain information that should be of genuine business interest to that company.

Necessity test: To provide requested services, and to keep industry companies informed of news, events, industry products and our services it is necessary to hold company and contact data.

Balancing test: The individual's interests override the legitimate interest. All individuals have right of access, right to erasure and right to restrict processing, in addition to any rights within General Data Protection Regulations (GDPR) and Privacy and Electronic Communications Regulations (PECR)



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Privacy & Sharing Policy: Sourcing City

On registration to use Sourcing City, or any of our other services, we will process your personal information in the way indicated in this Privacy Policy.

- For suppliers of products/services featured on Sourcing City and Sourcing Directory to receive sales enquiries a contact name and email are provided to users in addition to corporate information. This can be amended or removed at any time on request.
- We measure traffic and activity for site customer analysis & supplier reporting purposes.
- Over time the way we process your personal information may change.
- We will let you know about changes that may not be obvious to you by publishing them in the Privacy Policy.
- By using our websites, you agree to any change we tell you about unless, within 60 days of that notice, you write and tell us not to handle your information in the new way.
- We do not collect or store any credit card information online or on our systems, other than live customers who wish to pay monthly by this method.
- The information collected about you by your use of any of our websites will be held by Sourcing City which is a trading division of Dynamic Image Ltd, The Hub, Fowler Avenue, Farnborough, GU14 7JP UK.

Privacy & Sharing Policy: Promotional Office Users

- On registration in Promotional Office Software we will process your Personal information in the way indicated in this Privacy Policy.
- Over time the way we process your Personal information may change. We will let you know about changes that may not be obvious to you by publishing them in the Privacy Policy.
- By using Promotional Office Software, you agree to any change we tell you about unless, within 60 days of that notice, you write and tell us not to handle your information in the new way.
- We do not collect or store any credit card information online or on our systems, other than live customers who wish to pay monthly by this method.
- The information collected about you by your use of Promotional Office Software will be held by Promotional Office/Sourcing City which are trading divisions of Dynamic Image Ltd, The Hub, Fowler Avenue, Farnborough, GU14 7JP UK.

Privacy & Sharing Policy: Merchandise World Invitees, Registered Visitors & Exhibitors

- Companies and individual contacts invited to attend or exhibit, registered to attend, or who are exhibiting at Merchandise World are held in our database and we will process your personal information in the way indicated in this Privacy Policy.
- Exhibitors are informed who is, and (when we are aware) who is not attending Merchandise World.
- Merchandise World is jointly owned by the British Promotional Merchandise Association (BPMA) and your data may be shared with them on occasions.
- The British Promotional Merchandise Association's (BPMA) Privacy Policy will determine how any of your data held by them is managed. The BPMA Privacy Policy is available on request.



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- Over time the way we process your personal information may change. We will let you know about changes that may not be obvious to you by publishing them in the Privacy Policy.
- By being invited, registering, visiting or exhibiting at Merchandise World, you agree to any change we tell you about unless, within 60 days of that notice, you write and tell us not to handle your information in the new way.
- We do not collect or store any credit card information online or on our systems, other than exhibitors who wish to pay by this method.
- The information collected about you relating to Merchandise World will be held by Sourcing City which is trading division of Dynamic Image Ltd, The Hub, Fowler Avenue, Farnborough, GU14 7JP UK and may also be shared with the joint owner of Merchandise World; the British Promotional Merchandise Association (BPMA).

User Initiated Contact

- If you contact us by telephone or by e-mail asking for assistance or information, we may ask for, or take your personal information. As well as using your personal information to help you, your personal information will be used to contact you for marketing purposes.

Data Retention Period

- The GDPR Act does not set out any specific minimum or maximum periods for retaining personal data.
- We hold company and contact data until such time until we are asked to remove or take any other action in accordance with GDPR by an individual or company, or until it is felt our services are no longer of interest to any individual or company.
- We retain personal data relating to customer quotations and orders for historical, statistical or research purposes indefinitely or until it is no longer needed and then deleted.
- Previous history of marketing activity is retained unless specific requests are received not to do so.

Access to Your Records | Individual Rights

- In accordance with General Data Protection Regulation (GDPR) you have a right to see a copy of the information we hold about you on request.
- You also have a right to erasure including retention and disposal, and a right to restrict processing. You may request that your data is removed from all our company systems at any time.
- Some elements of your personal data may have to be retained in order to use the services of Sourcing City and/or Promotional Office software.
- If you wish to see a copy of the information we hold about you please write to the Data Protection Officer, Dynamic Image Ltd, The Hub, Fowler Avenue, Farnborough, GU14 7JP UK we will respond with 14 days.

Notice of Breach of Security

- If a security breach causes an unauthorized intrusion into our system appropriate notifications will be made in accordance with GDPR.



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- If any breach materially affects you, then we will notify you as soon as possible and later report the action we took in response.

Cookie Policy

The website services provided us use cookies which may collect information and statistics about all visitors to our websites.

What are 'Cookies'?

A cookie is a text file saved to your computer's hard disk by a website so it can remember who you are. Cookies only record pages of a website that have been visited by your computer and the duration of the visit to those pages. These remain on your computer until you leave the website and allow you to carry information across pages of the website without having to re-enter information, for example when putting items into a shopping basket, or logging in to a site. Some cookies will stay on your computer after leaving the website. For a more detailed explanation, see the types of cookies below.

Session Cookie

Also called a transient cookie, a cookie that is erased when you close the web browser. The session cookie is stored in temporary memory and is not retained after the browser is closed. Session cookies do not collect information from your computer. They typically will store information in the form of a session identification that does not personally identify the user.

Persistent Cookie

Also called a permanent cookie, or a stored cookie, a cookie that is stored on your hard drive until it expires (persistent cookies are set with expiration dates) or until you delete the cookie. Persistent cookies are used to collect identifying information about the user, such as web surfing behavior or user preferences for a specific website.

Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011.

- This directive relates to website users' consent of Cookies created by a website.
- The Directive states that a website's users must knowingly give consent to the use of Cookies on their computers.
- For more detailed information about cookies, how they work on your computer and how to delete them or allow them to remain on your computer, please visit www.ico.gov.uk/cookiesadvice

Please Note: Sourcing City, Promotional Office and Merchandise World are trading names of Dynamic Image Ltd.

Merchandise World is jointly owned with the British Promotional Merchandise Association. (BPMA)

*Please see Important Notes on next page.



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IMPORTANT NOTES

Notice of Breach of Security	<p>If a security breach causes an unauthorized intrusion into our system appropriate notifications will be made in accordance with GDPR.</p> <p>If any breach materially affects you, then we will notify you as soon as possible and later report the action we took in response.</p>
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Consent - Marketing Database	All external e-shot unsubscribes automatically managed by MailChimp
Consent - Customers	This consent is included in this Privacy Policy
Consent - Children	Sourcing City at no time handles children's personal data.
Individuals' rights	Individual rights are included in this Privacy Policy
Right of access	Right of access is included in this Privacy Policy
Right to erasure	Right to erasure including retention and disposal. Requests may be made that data is removed from all of our internal company systems.
Right to restrict processing	Individual can request to Unsubscribe from any marketing communication at any time. All e-shots contain an 'unsubscribe' button. Only the individual can request to resubscribe.
ICO Registration	Dynamic Image Ltd/Sourcing City is registered with the Information Commissioner's Office.