Privacy and Data Protection Policy

Privacy and Data Protection Policy of Pixelfield Ltd

Effective Date: Feb 1 2024

1. Introduction

Pixelfield Ltd ("we", "our", "us") is committed to protecting the privacy and security of the personal data provided by our clients. This Privacy and Data Protection Policy outlines how we collect, use, store, and protect client data in accordance with applicable data protection laws and regulations, including the General Data Protection Regulation (GDPR).

2. Data Collection

We may collect and process the following types of client data:

- Personal Identification Information (e.g., name, email address, phone number)
- Company Information (e.g., company name, business address)
- Technical Data (e.g., IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system, and platform)
- Project Data (e.g., project requirements, specifications, feedback, and any other information provided by the client for the purpose of delivering our services)

3. Use of Client Data

We use client data for the following purposes:

- To provide, operate, and maintain our services
- To improve, personalize, and expand our services
- To understand and analyze how clients use our services
- To develop new products, services, features, and functionality
- To communicate with clients, including for customer service, project updates, and marketing purposes
- To process transactions and manage client accounts
- To prevent fraud and ensure data security

4. Data Sharing and Disclosure

We do not share client data with third parties except in the following circumstances:

- With the client's consent
- For external processing with trusted third-party service providers who act on our behalf and adhere to strict confidentiality and data protection agreements
- To comply with legal obligations, enforce our terms and conditions, or protect our rights, property, or safety, or that of our clients or others

5. Data Security

We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk of processing client data, including:

- Encryption of data in transit and at rest
- Access controls and authentication measures
- Regular security assessments and updates to our systems and processes
- Training and awareness programs for our employees on data protection and privacy

6. Data Retention

We retain client data only for as long as necessary to fulfill the purposes for which it was collected, including any legal, accounting, or reporting requirements. Upon the termination of our services, we will securely delete or anonymize client data, unless otherwise required by law.

7. Client Rights

Clients have the following rights regarding their personal data:

- The right to access their data and receive a copy
- The right to rectification of inaccurate or incomplete data
- The right to erasure of their data ("right to be forgotten")
- The right to restrict the processing of their data
- The right to data portability
- The right to object to the processing of their data
- The right to withdraw consent at any time, where processing is based on consent

To exercise these rights, clients can contact us at:

- Email: info@pixelfield.co.uk

8. Data Breach Notification

In the event of a data breach that is likely to result in a high risk to the rights and freedoms of clients, we will notify the affected clients and the appropriate supervisory authority without undue delay.

9. Changes to This Policy

We may update this Privacy and Data Protection Policy from time to time. We will notify clients of any changes by posting the new policy on our website and, where appropriate, by other means. Clients are advised to review this policy periodically for any changes.

10. Contact Us

For any questions or concerns regarding this Privacy and Data Protection Policy or our data handling practices, please contact us at:

- Email: info@pixelfield.co.uk