



IDC's Privacy Policy

Our privacy policy explains what happens when Industrial Design Consultancy Limited (IDC) collects personal information so we can respect your preferences for being contacted by us. Information may be collected in a number of ways such as: when working with clients; visitors to our website; research programmes; those people who subscribe to our marketing information; when you have given information to a third party and you have provided permission to pass the details on to us; and those who we believe are interested in our services.

Sharing Your Information

We will never sell or rent your personal information. We will only disclose information to third parties or individuals when obliged to by law, for purposes of national security, taxation and criminal investigations, or the following:

- If you have agreed that we may do so,
- Within companies owned and controlled by IDC,
- When using other companies to provide services on our behalf, such as sending mail and email, delivering products, processing credit/debit card payments,
- When running an event in partnership with other agreed organisations.

Storing Client and Marketing Data

Basic contact details such as your full name, telephone number, email address and company details are added to our secure CRM system which is used by IDC and our group companies. This data may be updated at any stage by emailing: contact@idc.uk.com. We take all reasonable measures to ensure that your personal data is stored securely and is maintained and up to date.

If you choose to provide us with your contact details through our website and consent to receive marketing material, this information will be stored in our CRM system and also added to our third party provider's secure database to deliver our communications. We will endeavour to ensure that content is relevant and interesting to you and your business.

At any time people can opt-out of receiving marketing emails by following the clear 'unsubscribe' link at the bottom of each email. It is also possible to update contact preferences in the same way. If you request this, we will keep some basic information in order to avoid sending unwanted materials in the future and ensure we don't accidentally duplicate information.

Our Legitimate Interests

We will process personal information on the basis of legitimate interests to conduct and manage our business so we can provide the most appropriate marketing, information and service to ensure the best experience with IDC. These are what we consider to be our 'Legitimate Interests'.

Here are some examples of when and why we would use this approach in our work:

- *Direct Marketing*: we use telemarketing and email marketing campaigns to further the aims and objectives of our business, providing relevant information to you. Our priority will always be to try to speak to you on the phone to introduce ourselves, but where this is not possible it is within our legitimate interests to send you direct marketing so you can read about the company in your own time.
- *Your Best Interest*: processing your information to ensure our websites and systems are secure.
- *Personalisation*: processing your information to enhance, modify, personalise or otherwise improve our services/communications for the benefit of you.
- *Analytics*: for the purposes of customer analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.
- *Product Development Research*: collecting personal data for studies. Information is held securely with restricted access and is not shared with any other organisation unless prior consent is provided. Where possible we hold this data in anonymised form. Data will be retained for the period agreed with our client and then deleted or put out of use.
- *Job Applications*: processing personal data that is provided by job applicants to IDC and by email, post or through our secure third party recruitment portal, Jazz. Any personal data submitted will be used for the purpose of matching you to current or future job vacancies at IDC, for compiling stats or trends information. Personal data typically includes, but is not limited to: name, home address, e-mail address, contact mobile/ telephone numbers, CV and covering letter, and any other information relevant to your application. When you submit your personal data, you are agreeing to your data being processed with third party software, including cloud based packages, on IDC's servers and by our staff. Any third parties will be acting under obligations of confidence to protect your personal data. If your application is successful and you become an employee of IDC, we will transfer your data to our personnel system. We may store your data for potential future vacancies that become available within IDC.
- *Research*: to determine the effectiveness of promotional campaigns and to develop our services and relationship with you.
- *Due Diligence*: we may need to conduct investigations on potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

Your interests

When we process your personal information for our Legitimate Interests, we will consider and balance any potential impact on you and your rights under data protection and any other relevant law. Our legitimate business interests do not automatically override your interests – we will not use your personal data for activities where our interests are overridden by the impact on you (unless we have your permission or are otherwise required or permitted to by law).

Data Access Requests, Amendment & Deletion

It is possible for people to contact us to see if we hold any personal information about them by writing to IDC at this address: IDC, The Portland Business Centre, Manor House Lane, Datchet, Berkshire, SL3 9EG.

Proof of identification will be required and a small administrative fee will be charged.

If data is found about you, we will: provide a description of it, tell you why it is held on our system, tell you who it has been disclosed to, and let you have a copy of the data. You will have the right to request amendment or removal from the system, unless there is a legal or regulatory reason why we are unable to do so.

Cookie Policy

We use cookies to distinguish you from others on our site. This helps us to provide the best possible experience when using our website. For example, cookies enable us to identify your device and secure your access to our site. Our website does not store any information that would, on its own, allow us to identify individual users without their permission. Any cookies are used either solely on a per session basis or to maintain user preferences.