

B A Micrographics Privacy Policy

B A Micrographics are committed to protecting and respecting any personal information you share with us however it is given. The policy below describes the type of information we may hold, as well as how you can manage the information we hold and how to contact us.

We will always give you the option not to receive marketing communications from us. We will never send you unsolicited emails or communications, and we will never share or sell your data or information to third parties.

The contents of this privacy policy may change from time to time, so please check our website to ensure that you are still happy to share your information with us.

This version of our Privacy Policy is live from 9th August 2021

What information do we collect?

B A Micrographics only collect information about you and your company when you engage with us. This could be via our website contact form, telephone or our social media pages. We only collect and store information which is necessary and relevant for the purpose you are providing it for, and for an ongoing business relationship. We do not use cookies on our website.

The information we collect includes some or all of the following –

- Personal Information: first name and last name
- Contact Information: email, telephone number and social media tags
- Business Information: company name and contact details, type of business and job title
- Details of any transaction between us
- Any information in correspondence between us

How do we use your information?

B A Micrographics will only process information that is necessary for the purpose for which it has been collected. You will always have the option not to receive communications from us, and you can withdraw your consent or object at any time.

The ways in which we may use or process the information we hold for you and your company are as follows.

- We may contact you from time to time about products, services, promotions, events or information which we think may be of interest to you

You can withdraw your consent at any time by contacting us via

Email: sales@bamicrographics.com or

Post: B A Micrographics Fairfield Clacton Road Weeley Essex CO16 9DN

Contractual performance

We may use and process your personal information where this is necessary to perform a contract with you and to complete your orders, purchases, information requests made to us by you and other transactions entered into with us.

Legitimate interests

We may use and process your personal information as set out below where it is necessary for us to carry out activities for which it is in our legitimate interests as a business to do so.

Processing necessary for us to support customers with sales and other enquiries

1. To respond to correspondence you send to us and fulfil the requests you make to us such as information about services or products.
2. To analyse, evaluate and improve our products and services so that your visit and use of our website and social media platforms are more useful and enjoyable. We will generally do this by use of data from many people so that it does not identify you personally.
3. Processing necessary for us to promote our business, brands and products and measure the effectiveness of our campaigns.
4. To send you marketing information from time to time after you have purchased a product or service from us or made a purchasing enquiry. We will only contact you with information about our own products and services and in ways the law allows. You have the right to object to us sending you this information at any time.
5. In relation to any such information we send by email, we will include an option allowing you to object to receiving future messages by unsubscribing.
6. To contact you with targeted advertising delivered online through social media and other platforms operated by us only, unless you object. You may receive advertising based on information about you that you have provided to the platform, and that the platform has identified as having similar attributes to the details it has received from us. To find out more, please refer to the information provided in the help pages of the platforms on which you receive advertising from us.
7. To identify and record when you have received, opened or engaged with our electronic communications.
8. Processing necessary for us to operate the administrative and technical aspects of our business efficiently and effectively.
9. To verify the accuracy of information that we hold about you and create a better understanding of you as a customer.
10. To inform you of updates to our terms and conditions and policies.

You have the right at any time, to request a copy of the information we hold which relates to you, change any details, delete any details, or ask to be forgotten.

Legal obligation

We may process your personal information to comply with any legal requirements placed upon us.