



## Purple Frog Signs Ltd – Privacy Policy

Adopted by the Board on 1 August 2025 | Next review due 31 July 2026

Who we are: Purple Frog Signs Ltd (“we”, “us”, “our”) is a UK company providing design, manufacture and installation of signage and graphics. We are the data controller of personal data processed through [www.purplefrogsigns.com](http://www.purplefrogsigns.com) and our related services.

Company name: Purple Frog Signs Ltd

Company number: 14947427

Email: [chris@purplefrogsigns.com](mailto:chris@purplefrogsigns.com)

Telephone: 01634 907 181

If you have questions about this policy or how we handle your data, contact us at the email above.

### 1) Scope

This policy explains how we collect and use personal data when you visit our website, make an enquiry, purchase our products/services, sign up to marketing, apply for a job, engage us as a supplier, or interact with us on social media. It also covers cookies and similar technologies. It does not cover third-party websites you may access via links.

Applicable laws include the UK General Data Protection Regulation (“UK GDPR”), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations (“PECR”).

### 2) What data we collect

We collect and process the following categories of personal data (as applicable):

Identity & contact data: name, email, phone number, job title, company, postal/billing/delivery addresses.

Transaction & account data: quotes, orders, invoices, payment status (we do not store full card details), delivery instructions, customer notes.

Communications: enquiries, emails, call notes, feedback, testimonials, survey responses.

Website & technical data: IP address, device identifiers, browser type, pages viewed, referral source, time zone, cookie identifiers and similar data.

Marketing preferences: your consents, opt-outs and preferences.

Job applicant data: CV, covering letter, interview notes, right-to-work documents and references.

Supplier/contractor data: contact details, qualifications, insurance and compliance information (including subcontractor RAMS and site induction records, where relevant).

We do not intentionally collect special category data (e.g., health, ethnicity) through the website. If such information is necessary (for example, access needs for an installation), we will only process it with your explicit consent or where otherwise lawful.



### 3) How we collect data

Directly from you: when you submit a contact form, request a quote, place an order, call or email us, create an account, sign up to marketing, attend our premises, or apply for a job.

Automatically: via cookies and similar technologies when you browse our site (see Cookies below).

From third parties: referrals, public sources (e.g., Companies House), social media platforms, analytics/advertising partners, credit reference or anti-fraud providers (if used), and delivery/courier services.

### 4) Why we use your data (lawful bases)

We use personal data only where UK GDPR allows. Our lawful bases and typical purposes include:

Contract (Art. 6(1)(b)) – to provide quotes, take orders, supply and install products, manage deliveries/returns, provide after-sales support and warranties.

Legal obligation (Art. 6(1)(c)) – to meet tax, accounting, health & safety, and product compliance duties; to respond to lawful requests from authorities.

Legitimate interests (Art. 6(1)(f)) – to operate and improve our website and services; respond to enquiries; keep records; prevent fraud; ensure site and information security; conduct B2B marketing to corporate subscribers; personalise content; and manage supplier relationships. We balance these interests against your rights.

Consent (Art. 6(1)(a)) – for placing non-essential cookies/analytics/advertising tags; sending direct electronic marketing to individuals where PECR requires consent; using testimonials with names/images; and processing any special category data you voluntarily provide.

You can withdraw consent at any time (it won't affect processing already carried out).

### 5) Marketing

Email/SMS: We may send marketing about our products/services. For individual subscribers (e.g., personal email addresses), we will only do so with your consent or under the “soft opt-in” for similar products/services where you bought from us and did not opt out. For corporate subscribers (e.g., business email addresses), we may send relevant B2B marketing under PECR, with a clear opt-out in every message.

Opt-out: You can opt out at any time via the link in our emails or by contacting us.

### 6) Sharing your data

We share data with trusted parties where necessary, under contracts and confidentiality:

Operational providers: web hosting, IT support, email and productivity tools, CRM, e-signature, payment processors, accountants, couriers/logistics, installation subcontractors, waste/print suppliers.

Analytics & advertising partners: e.g., [Google Analytics], [Meta], [Microsoft Advertising] — only where cookies/consent allow.

Professional advisers & insurers.

Authorities/regulators/law enforcement where required by law or to protect rights, property or safety.

Business transfers: in the context of mergers, acquisitions or asset sales; we'll ensure appropriate safeguards.

We do not sell your personal data.



## 7) International transfers

Some providers may be located outside the UK (e.g., in the EEA or USA). Where we transfer personal data internationally, we will ensure appropriate safeguards under UK GDPR, such as the International Data Transfer Agreement (IDTA) or the UK Addendum to EU Standard Contractual Clauses, plus additional measures where appropriate. Details are available on request.

## 8) Data retention

We keep personal data only as long as necessary for the purposes collected and to meet legal, accounting or reporting requirements. Typical periods are:

Enquiries (no purchase): up to 24 months after last contact.

Customer/order records: 7 years from the end of the financial year (for tax/accounting).

Installation/project files: 7–10 years (warranties, product liability).

Marketing data: until you withdraw consent or object, plus a limited suppression record to respect your choice.

CCTV: typically 30 days unless footage is needed for an incident.

Job applicants: 12 months from decision unless you consent to a longer talent-pool period.

Supplier/subcontractor compliance: duration of relationship + 7 years.

## 9) Your rights

Under UK GDPR, you have the right to:

Access your personal data and receive a copy.

Rectification of inaccurate or incomplete data.

Erasure (“right to be forgotten”) in certain circumstances.

Restriction of processing in certain circumstances.

Data portability for information you provided to us, where processing is based on consent or contract and carried out by automated means.

Object to processing based on our legitimate interests, including direct marketing (which you can always object to).

Withdraw consent at any time where we rely on consent.

To exercise your rights, contact us using the details at the top of this policy. We may need to verify your identity. There is no fee unless your request is manifestly unfounded or excessive.



## 10) Cookies and similar technologies

Our site uses cookies and similar technologies. Non-essential cookies (e.g., analytics/advertising) are used only with your consent via our cookie banner.

Strictly necessary: required for site operation and security (no consent needed).

Analytics/performance: to understand site use and improve it (consent required).

Advertising/retargeting: to deliver relevant ads (consent required).

Functional: to remember choices (may require consent).

Managing cookies: Go to <https://www.purplefrogsigns.com> to change or withdraw consent at any time.

You can also control cookies via your browser settings; blocking some cookies may impact site functionality.

Third-party cookies: We may use services such as [Google Analytics] that set cookies in your browser when you consent. See their privacy notices for details. If you'd like, I can create a detailed Cookie Policy and a cookie table (name, purpose, duration) based on the tools you use.

## 11) Security

We use appropriate technical and organisational measures to protect personal data, including secure hosting, access controls, encryption in transit, staff training, confidentiality obligations, and regular backups. While no system is 100% secure, we work to prevent unauthorised access, use, alteration or loss.

## 12) Children

Our website and services are not aimed at children, and we do not knowingly collect data relating to anyone under 13.

## 13) Social media & links

If you interact with us on platforms such as LinkedIn, Facebook or Instagram, your data is also processed by those platforms under their own privacy policies. Our site may link to third-party websites; we are not responsible for their content or privacy practices.

## 14) Complaints

If you are unhappy with how we handle your data, please contact us first so we can try to resolve it. You also have the right to complain to the UK regulator:

Information Commissioner's Office (ICO)

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

[ico.org.uk](https://ico.org.uk) | 0303 123 1113

## 15) Changes to this policy

We may update this Privacy Policy from time to time. We will post any changes on this page and update the effective date. For significant changes, we may notify you by email or website notice.