

## Mellow Colour Privacy Policy

**The policy:** This privacy policy notice is for all websites under [mellowcolour.com](https://mellowcolour.com) and the MellowCloud web services as provided by Mellow Colour Ltd, Unit 22, Basepoint Business Centre, Crab Apple Way, Vale Park, Evesham, WR11 1GP.

This policy governs the privacy of those who use the web site or the Mellow Colour software. The purpose of this policy is to explain to you how we control, process, handle and protect your personal information including your rights under current laws and regulations while browsing or using this website or using MellowCloud software. If you do not agree to the following policy you may wish to cease viewing / using this website or the Mellow Colour software.

Policy key definitions:

- "I", "our", "us", or "we" refer to the business, Mellow Colour Limited.
- "you", "the user" refer to the person(s) using this website.
- GDPR means General Data Protection Regulation.
- PECR means Privacy & Electronic Communications Regulation.
- ICO means Information Commissioner's Office.
- Cookies mean small files stored on a user's computer or device.

## Processing of your personal data

Under the GDPR we control and / or process any personal information about you electronically using the following lawful bases.

- We are registered with the ICO under the Data Protection Register, our reference number is: 00010096254.
- **Lawful basis: Consent**  
**The reason we use this basis:**
  - Marketing and Sales

**We process your information in the following ways:**

- We store your contact information collected from our Website or direct contact
- We use it to contact you for Sales and Marketing purposes

**Data retention period:**

- We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

### **Sharing your information:**

- We may share your details with one of our Global Consulting Partners.
  - eGutenberg, Berlin, Germany
  - Bodhi Professional Solutions, Bangalore, India
  - Colour Graphic Services, Denistone East, Australia
  - ColorEx, Shenzhen, China
  - DigitalView, Johannesburg, South Africa
  - ÇÖZÜM Uluslararası Baskı Standartları Danışmanlık, Istanbul, Turkey

- **Lawful basis:** Consent

**The reason we use this basis:**

- To promote Print Quality Management. This includes Testimonials and news stories promoting your use of Mellow Colour products.

### **We process your information in the following ways:**

- Mellow Colour News
- Testimonials
- ImpressionProof Register
- Proficient Printer Directory

### **Data retention period:**

- We will continue to process your information under this basis until you withdraw consent or it is determined your consent no longer exists.

### **Sharing your information:**

- This information will be publicly displayed on our website under: News, Testimonials and Certified Printers
- This information may also be included in our subscription news service

- **Lawful basis:** Contract

**The reason we use this basis:**

- To support your use of Mellow Colour Software
- To protect your print quality data

### **We process your information in the following ways:**

- We store your contact information and any brands/companies you are associated with.
- This is used to
  - Provide you access to your data
  - Ensure visibility is only given to other users of the brands/companies with which you are associated
  - Help us contact you to provide Product Support, and Service notices

#### **Data retention period:**

- We shall continue to process your information until the contract between us ends or is terminated under any contract terms.

#### **Sharing your information:**

- We do share your personal information with our global consulting partners in order to support your use of Mellow Colour software.

If, as determined by us, the lawful basis upon which we process your personal information changes, we will notify you about the change and any new lawful basis to be used if required. We shall stop processing your personal information if the lawful basis used is no longer relevant.

## Your individual rights

Under the GDPR your rights are as follows. You can read more about [your rights in details here](#);

- the right to be informed;
- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restrict processing;
- the right to data portability;
- the right to object; and
- the right not to be subject to automated decision-making including profiling.

You also have the right to complain to the ICO [[www.ico.org.uk](http://www.ico.org.uk)] if you feel there is a problem with the way we are handling your data.

We handle subject access requests in accordance with the GDPR.

## Internet cookies

We use cookies on this website to provide you with a better user experience. We do this by placing a small text file on your device / computer hard drive to record or log whether you have seen particular messages that we display, to keep you logged into the website where applicable, to prove you are not a robot, and in some places to make a record of your sorts and filters to display charts that are relevant to your requirements.

Some cookies are required to enjoy and use the full functionality of this website and Mellow Colour software.

All cookies should only be saved for your session, except where written down below. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Cookies that we use are;

- PHPSESSID – from mellowcolour.com - for session data to confirm which page the user is on, and which pages they can go to next, as well as remembering non-personal logins to obtain test strips and forms. – retained just for the session
- NID – from google.com – for not a robot checks on the Contact form – retained just for the session
- ASP.NET\_SessionId – on Analytics from mellowcolour – for session data to confirm user is logged in and which folders they can see – retained just for the session
- Search – on Analytics from mellowcolour – used to restore previous search for reports – stored in online database, so that the user can add to or delete from as they see fit, and continue to use them on a longer basis.
- SortDirection/SortName – on Analytics from mellowcolour – used to obtain sort orders from Datatables, so that they can be applied to charts – retained for the session, although can be stored as part of the search data.

## Data security and protection

We ensure the security of any personal information we hold by using secure data storage technologies and precise procedures in how we store, access and manage that information. Our methods meet the GDPR compliance requirement.

## Transparent Privacy Explanations

We have provided some further explanations about user privacy and the way we use this website to help promote a transparent and honest user privacy methodology.

## Sponsored links, affiliate tracking & commissions

Our website does not contain adverts, sponsored and affiliate links.

Thanks to [jamieking.co.uk](http://jamieking.co.uk) for providing the template for this policy