

## **Website data protection policy and information for the persons concerned in accordance with Articles 13 and 14 of the EU General Data Protection Regulation**

### **General information**

Details of the responsible entity

Company: unitedprint.com UK Ltd.  
Legal representatives: Anja Rosmarie Sebald  
Address: 16 Great Queen Street, WC2B 5AH London  
Contact details Data Protection Officer: support@easyprint.co.uk

### **General information on data processing**

#### ***Data concerned:***

Personal data is only collected if you provide it to us of your own accord. No other personal data is collected. Any processing of your personal data beyond the scope of the statutory permissions will only take place on the basis of your express consent.

Processing purpose: Execution of the contract.

Categories of recipients: Public authorities in the case of overriding legal provisions.  
External service providers or other contractors.  
Other external bodies if the data subject has given his consent or a transmission is permissible for reasons of overriding interest.

Transfers to third countries: Contractors outside the European Union may also be involved in the implementation of the contract.

Duration of data storage: The duration of the data storage depends on the legal storage obligations and is usually 10 years.

### **Specific information about the website**

#### ***Use of a newsletter***

When registering for our newsletter you provide us with your e-mail address and optionally further data. We use this information exclusively to send you the newsletter. Your data entered during the newsletter registration will remain stored until you unsubscribe from our newsletter. You can unsubscribe at any time via the link provided in the newsletter or by sending us a corresponding message. By unsubscribing you object to the use of your e-mail address.

Your e-mail address, which we receive in connection with the sale of goods or services, will be used exclusively for direct advertising in the form of our newsletter for our own similar goods or services as those ordered by you, provided that you have not objected to this use. You can object to the use of your e-mail address at any time without incurring any costs other than the transmission costs according to the basic rates. Your objection (and thus the cancellation of our newsletter) can be exercised by sending a corresponding message to our e-mail address (see imprint).

### ***Use of Google Analytics***

This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer to help analyse how you use the website. The information generated by the cookie about your use of this website is usually transferred to a Google server in the USA and stored there. However, if IP anonymisation is activated on this website, Google will shorten your IP address within Member States of the European Union or in other countries party to the Agreement on the European Economic Area beforehand. Only in exceptional cases will the full IP address be transmitted to a Google server in the USA and shortened there. On behalf of the operator of this website, Google will use this information to evaluate your use of the website, to compile reports on website activity and to provide the website operator with other services relating to website and Internet use. The IP address transmitted by your browser in the context of Google Analytics is not merged with other Google data. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. You can also prevent Google from collecting the data generated by the cookie and relating to your use of the website (including your IP address) and from processing this data by downloading and installing the browser plug-in available under the following [Link](#). In view of the discussion about the use of analysis tools with complete IP addresses, we would like to point out that this website uses Google Analytics with the extension "\_anonymizeIp()" and therefore IP addresses are only processed further in abbreviated form in order to exclude direct personal reference. For browsers on mobile devices in particular, please click this [Link](#) to prevent anonymous collection by Google Analytics on this website for your browser using an "opt-out cookie".

### ***Google AdWords Conversion Tracking***

This website uses Google AdWords Conversion Tracking, a web analysis service provided by Google Inc. ("Google"). Google AdWords Conversion Tracking also uses "cookies", which are stored on your computer and enable an analysis of your use of the website. The information generated by the cookie about your use of this website will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties if this is required by law or if third parties process this data on behalf of Google. Under no circumstances will Google associate the data with other Google data. You can generally prevent the use of cookies if you prohibit the storage of cookies in your browser.

### ***Facebook Like button***

This website uses social plugins from Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter "Facebook"). When you visit pages that contain such a plugin, data about your visitor behaviour is automatically transmitted to Facebook's servers. The website operator has no influence on the type and scope of data collected and transmitted to Facebook. If you are logged in to Facebook, Facebook can assign your visit to your Facebook account. For more information about privacy on Facebook, visit <http://www.facebook.com/policy.php>.

### ***Google +1 button***

This website uses social plugins from Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA (hereinafter "Google"). When you visit pages that contain such a plugin, data about your visitor behaviour can be automatically transmitted to Google's servers. The website operator has no influence on the type and extent of the data collected and transmitted to Google. If you're logged in to

Google, Google can associate your visit with your Google Account. For more information about Google +1 Button privacy, see <http://www.google.com/intl/de/+policy/+1button.html>.

### ***Twitter button***

This website uses social plugins from Twitter Inc, 1355 Market St, Suite 900, San Francisco, CA 94103, USA (hereinafter "Twitter"). When you access pages that contain such a plugin, data about your visitor behaviour can be automatically transmitted to Twitter's servers. The website operator has no influence on the type and scope of data collected and transmitted to Twitter. If you are logged in to Twitter, Twitter can assign your visit to your Twitter account. For more information about privacy on Twitter, please visit <https://twitter.com/privacy>.

### ***Use of own "cookies".***

This website uses its own "cookies" to increase user-friendliness ("cookies" are data records that are sent from the web server to the user's browser and stored there for later retrieval). You can generally prevent the use of "cookies" if you prohibit the storage of "cookies" in your browser. However, this can lead to restrictions in functionality.

## **Information on other data processing methods**

### ***Specific information on the application procedure***

Data concerned:	Application details
Processing purpose:	Carrying out the application procedure
Categories of recipients:	Public authorities in the case of overriding legal provisions.  External service providers or other contractors, e.g., for data processing and hosting.  Other external bodies if the data subject has given his consent or a transmission is permissible for reasons of overriding interest, including customers and interested parties within the framework of order acquisition.
Transfers to third countries:	Contractors outside the European Union may also be involved in the implementation of the contract.
Duration of data storage:	Application data will normally be deleted within three months after notification of the decision, unless consent has been given for a longer period of data storage within the framework of inclusion in the applicant pool.

### ***Specific information on the processing of customer data/interested party data***

Data concerned:	Data provided for the execution of the contract; if necessary, additional data for processing on the basis of your express consent.
Processing purpose:	Execution of contracts, including offers, orders, sales and invoicing, quality assurance

Categories of recipients:	Public authorities in the event of overriding legal provisions  External service providers or other contractors, e.g., for data processing and hosting, for dispatch, transport and logistics, service providers for printing and dispatch of information, .  Other external bodies if the data subject has given his consent or a transmission is permissible for reasons of overriding interest, e.g., for credit information for purchases on account, for electronic dispatch of information, for quality assurance purposes.
Transfers to third countries:	Contractors outside the European Union may also be involved in the implementation of the contract.
Duration of data storage:	The duration of the data storage depends on the legal storage obligations and is usually 10 years.

***Specific information on the processing of employee data***

Data concerned:	Data provided for the execution of the contract; if necessary, additional data for processing on the basis of your express consent.
Processing purpose:	Implementation of the contract in the context of the employment relationship
Categories of recipients:	Public authorities in the case of overriding legal regulations, e.g., tax office, social insurance agencies, employers' liability insurance association  External service providers or other contractors, e.g., for data processing and hosting, invoicing, travel expenses, insurance services, vehicle use.  Other external bodies if the data subject has given his consent or a transmission is permissible for reasons of overriding interest, e.g., for order acquisition, insurance benefits,
Transfers to third countries:	Contractors outside the European Union may also be involved in the implementation of the contract - .
Duration of data storage:	The duration of the data storage depends on the legal storage obligations and is usually 10 years.

***Specific information on the processing of supplier data***

Data concerned:	Data provided for the execution of the contract; if necessary, additional data for processing on the basis of your express consent.
Processing purpose:	Execution of contracts, including inquiries, purchasing, quality assurance
Categories of recipients:	Public authorities in case of overriding legal regulations, e.g., tax office, customs  External service providers or other contractors, e.g., for data processing and hosting, accounting, payment processing

Other external bodies if the data subject has given his consent or a transmission is permissible for reasons of overriding interest.

Transfers to third countries: Within the framework of contract implementation, contractors outside the European Union may also be used, including email providers [.

Duration of data storage: The duration of the data storage depends on the legal storage obligations and is usually 10 years.

### **Further information and contacts**

Furthermore, you can assert your claims for information, correction or deletion or for restriction of the processing or the exercise of your right of objection against the processing as well as the right to data transferability at any time. [Here](#) you can contact us by e-mail or letter. You also have the right to contact the data protection supervisory authority in the event of complaints.