

# CartridgeBuyBack Ltd - Customer Privacy Notice

CartridgeBuyBack Ltd is committed to protecting the privacy and security of your personal information. We aim to be clear and open about our data and security practices. This Privacy Notice explains how we collect, use, disclose, and safeguard your information when you visit our website or use our services.

Where we ask you to provide us with any information by which you can be identified, you can be assured that it will only be used in accordance with this privacy statement, and in line with UK data protection law which includes but may not be limited to the Data Protection Act 2018, the UK General Data Protection Regulations (UK GDPR) and the Privacy and Electronic Communications Regulation (PECR)

## **What information do we collect about you to provide services and goods, including delivery?**

We may collect information when you interact with us via our website, over the telephone or any other communication channels, including third-party platforms like WhatsApp. The personal information we may collect about you includes:

- Your name, role and the organisation you work for
- Your contact details, including email address.
- Postal address
- Payment information (such as debit or credit card details)
- Photographs (of printer cartridges for the purpose of calculating their value or assessing their condition)
- Information relating to compliments or complaints
- Other information you provide voluntarily

We also collect material that you proactively post or contribute to our social media pages (i.e. LinkedIn) and any correspondence you have with us.

Where prior consent has been given, we collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Purchase history
- Records of consent, where appropriate

Finally, we also collect personal information such as your name and contact details to comply with any legal requirements we are required to comply with as required by law.

## **How do we use your information?**

We may use the information we collect for various purposes, and will not collect any information

from you that we do not need for an expressed purpose detailed in this privacy notice. Our list of uses are as follows:

- Providing and improving our products and services to you
- Communicating with you and personalising your experience of our services
- Processing transactions, including via payment transfer services like [PayPal](https://www.paypal.com) (www.paypal.com).
- Updating you regarding our latest promotional offers and new services, where you have consented to receive marketing communications from us.
- Complying with legal obligations (E.g. preventing fraud)

### **Where do we store your information, and for how long?**

We do not keep your information for longer than necessary. We immediately delete payment information you share with us once we have completed a transaction with you, such as a payout of printer cartridges you liquidate with us. We delete all other personal information from our customer relationship management document (a password protected Microsoft Excel document) if we have had no contact with you for three years.

### **Information Sharing**

We may share your personal information with third parties in certain circumstances, including:

- Service providers in the course of delivering our services. E.g. Our business bank to process payout for any cartridges we have agreed to purchase from you
- Legal authorities or other third parties when required by law or to protect our rights, property, or safety
- Other parties with your consent or at your direction

### **Security**

We take reasonable measures to protect the confidentiality and security of your personal information, including:

- Holding no paper records containing any customer information.
- Deleting emails received contacting bank details and other payment information from our email systems as soon as any necessary transactions have been completed.
- Using a password protected Microsoft Excel Spreadsheet to collate and store any personal information we hold. This document is only accessible to the data controller (Director of CartridgeBuyBack).

We continually monitor and improve our data handling and security measures, however, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

### **Your Choices**

You may choose not to provide certain personal information, but this may limit your ability to utilise our services. You can also opt out of receiving promotional communications from us by contacting us directly or opting out of our marketing communications when asked or promoted.

## **Children's Privacy**

Our website and services are not directed to children under the age of 13, and we do not knowingly collect personal information from children. If you believe that we have inadvertently collected information from a child, please contact us immediately.

## **Changes to This Policy**

We may update this Privacy Policy from time to time by posting a revised version on our website. The revised policy will be effective immediately upon posting, so we encourage you to review it periodically.

## **Your data protection rights**

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal data.
- Your right to rectification - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal data in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal data in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal data in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal data you gave us to another organisation, or to you, in certain circumstances.
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent.

You don't usually need to pay a fee to exercise your rights. If you make a request, we have one calendar month to respond to you.

To make a data protection rights request, please contact us using the contact details at the bottom of this privacy notice.

## **How to complain**

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the bottom of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane

Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

### **Contact Us**

If you have any questions or concerns about our Privacy Policy or our data practices, please contact our data controller, Alexander Rose at [Contact@cartridgeBuyBack.com](mailto:Contact@cartridgeBuyBack.com) or write to us at,

Post - 27 Cooper Road, CROYDON, UNITED KINGDOM, CR0 4DL, GB

Telephone - 07960066162

Email - [contact@cartridgebuyback.com](mailto:contact@cartridgebuyback.com)

### **Last updated**

29 June 2024