## **GOOD SIGNS LIMITED** CONDITIONS OF SALE

- In these Conditions the following terms shall have the following meanings unless the
- In these Conditions the following terms shall have the following meanings unless the context requires otherwise:

  "Average Grammage" means the arithmetic mean of the Grammage as determined by sampling and testing of a Lot of paper or paperboard. "Company" means COOD SIGNS LIMITED trading as Purple Monkey; registered in England and Wales under company number 6564199

  "Customer" means a Customer of the Company;

  "Contract" means and conditions of the sale of Goods by the Company to the Customer incorporating these conditions for the sale of Goods. "Conditions" means the terms and conditions of sale set out in this document and any special terms and conditions agreed in writing by the Seller:

  "Goods" means any goods or service forming the subject of this Contract including parts and components of or materials incorporated in them or design and consultancy;

  "Grammage" means the weight in grams per square metre of paper or paperboard

  - "Lot" means the total amount of Goods covered by one Contract

  - "Nominal weight" the average weight of paper supplied 
    "Ordered Grammage" means the Grammage specified in the Contract 
    "Services" shall include but not be limited to, paper cutting printing, artwork alterations,
  - refurbishment, storage and delivery.
    "Tolerance" shall mean the relevant tolerance as specified within these terms and
  - "unit" means a reel, bale, pallet, parcel or other transportation package QUOTATION
- QUOIAIION
  Quotalions by the Company unless otherwise stated in them shall be open for acceptance within 30 days of the date of the Quotation. Quotations may be withdrawn by the Company at any time during this period by oral or written notice;
  ORDERAND CONTRACT
- ONDERAND CONTRACT

  No Contract shall come into existence until the Customer's order (however given) is accepted by the earliest of:
  3.1.1 the Company's written acceptance;
  3.1.2 delivery of the Goods; and
- 3.1.2 delivery of the Goods; and
  3.1.3 the Company's invoice;
  These Conditions shall be incorporated in the Contract to the exclusion of any terms or conditions stipulated or referred to by the Customer including any terms or conditions which the Customer map purport to apply under any purchase order, confirmation of order or similar document.

  No variation or amendment of these Conditions or oral promise or commitment related to it shall be valid unless committed to writing and signed by or on behalf of both the Company and the Customer.

  Acceptance of delivery of the Goods shall be deemed conclusive evidence of the Customers conditions and the existance of contract;
  The Company's employees, sub-contractors and/or agents are not authorised to make any representations or warranties concerning the Goods unless confirmed by the Company in writing.

  The Company shall have the right to refuse to accept any orders placed for Goods or services:
- 3.3 3 /
- 3.5
- 3.6
- services;
  The Customer shall be responsible for the accuracy of an order and for giving the Company any information necessary for the Company to perform the Contract. 3.7
- PRICES
- 4 1
- PRICES
  The prices is for the Goods only, Delivery, Value Added Tax, and other taxes or duties are excluded from the quoted price.
  The Company shall have the right in respect of any uncompleted portion of the Contract to adjust its prices to account for any increase in the price of materials, parts, labour, transport, changes in work or delivery schedules, quantities or any other costs of any kind arising for any reason after the date of the Contract, 42
- Price changes shall take effect from the date of service on the Customer of notice of the 4.3
- 5.1 Goods invoiced on or before the last day of a calendar month shall be paid by the
- Customer not later than the last business day of the following month unless stated on invoice. All rebates and trade discounts are conditional on payment being received in accordance with clause 5.1 above. 5.2
- 5.3
- All rebates and trade discounts are conditional on payment being received in accordance with clause 5.1 above.

  If the Customer shall fall to pay any amount when it is due under this or any other contract with the Company, then the Company than the Company and have the right thinkout prejudice to any other rights against the Customer), on notice in writing being given to the Customer, to treat the purchase price that is unpaid on all Goods invoiced or despatiated by the Company as having become due immediately and payable by the Customer and in substitution to clause 5.1 of these Terms and Conditions.

  The Customer is not entitled to withhold payment of any amount due to the Company by way of any set-offor counterclaim.

  Without prejudice to any other rights of the Company, if the Customer fails to pay the amount due by the due date, interest shall be added to such amount at the daily rate of 4% over the base rate quated by Bacicays Bank pic for the period from and including the date of receipt (whether before or after judgment). The Company reserves the right to charge interest under the Late Payment of Commercial Debts (Interest) Act 1998. The Customer shall also reindurse to the Company all costs) incurred in the collection of any overdue amount, if, in the Company's view, the Customer's credit worthiness deteriorates before delivery of the Goods, the Company may require payment in full or in part prior to delivery, or the provision of se custrylif or payment by the Customer in such form as is acceptable to the Company.
- 5.6
- Company: Time of payment is of the essence and the Company reserves the right to suspend supplies to the Customer where any amounts are overdue under any contract until such amounts have been paid in full including any late payment interest, compensation and costs as detailed in clause 5.3. 5.7
- The Company reserves the right to alter or withdraw at any time any credit allowed to 5.8
- 5.9
- the Customer. The Company do not deem payment to have been made until the Company has received either cash or cleared funds in respect of the full amount outstanding. The customer may, with the agreement of the Company, return Goods to the Company provided such Goods are in the same state as when supplied to the Customer and verified by qualify inspection. Such return will be subject to a restocking charge which, if not communicated otherwise to the Customer when such return is agreed by the company, will be 10% of the value of such Goods plus all transport and / or other costs.

  TITLE

  Notythistandies the confirmation.
- TITLE

  Notwithstanding the earlier passing of risk in accordance with clause 7 herein, title in the Goods (whether separate and identifiable or incorporated in or mixed with other goods) remains with the Company until the Customer pays to the Company the agreed price for the goods (together with any accorded interest at the rate specified in condition 5.9) and all other sums owed by the Customer to the Company in respect of any other goods or agreement:
- agreement; Until the title passes, the Customer shall keep the goods separately and readily 62 identifiable as the property of the Company;
  The Company may at any time before title passes and without any liability to the
- Customer:
  6.3.1 repossess and use or sell all or any of the Goods and by doing so terminate the Customer's right to use, sell or otherwise deal in them; and
  6.3.2 enter any premises of or occupied by the Customer for the purpose of determining what, if any, Goods are held by the Customer and inspecting them, enter any premises of or occupied by the Customer.

  Until title in the Goods has passed to the Customer.
  6.4.1 the Customer stall insure the Goods for the price at which the Goods were sold to the Customer shall hold any proceeds of such policy of insurance in relation to the Goods on trust for the Company and shall immediately account to the Company with the proceeds.
  6.4.2 the entire proceeds of such policy and the Goods shall be held in trust for the Company.
- 6.5
- 6.6

6.4

- Company and shall immediately account to the Company with the proceeds.

  6.4.2 the entire proceeds of sale of the Goods shall be held in trust for the Company
  6.4.3 the Customer must not destroy, deface or obscure any identifying mark or packaging on or relating to the Goods;
  If the customer re-sells any Goods in which title has not passed to the Customer, such resale shall (as between the Company and the Customer only) be made by the Customer as agent for the Supplier
  The Company may at any time appropriate sums received from the Customer as it thinks fit, notwithstanding any purported appropriation by the Customer.

  RISK, DELIVERY AND PERFORMANCE
  The Goods are delivered to the Customer vany carrier (who shall be the Customer's agent whoever pays its charges) at the Company's premises or other delivery point agreed by the Company.

  Risk in the Goods passes when they are delivered to the Customer.

  Risk of damage to or loss of the Goods shall pass to the Customer on delivery or collection;
- 7.2 7.3

- collection;
  The Company may at its discretion deliver the Goods by instalments in any sequence;
  Where the Goods are delivered by instalments, no default or failure by the Company in respect of any one or more instalments shall vitate the Contract in respect of any of the Goods previously or subsequently delivered or undelivered;
  The Company may deliver to the Customer and the Customer shall accept in
- 7.6

- satisfaction of the Contract a lesser number than the number of the Goods ordered;
- The Company may deliver to the Customer and the Customer shall accept in satisfaction of the Conditional greater number of the Goods ordered; The Company may deliver to the Customer and the Customer shall accept in satisfaction of the Contract a greater number of the Goods ordered to a maximum of 10% or minimum 90% of the ordered quantity.

  Any dates quoted by the Company for the delivery of the Goods are approximate only and shall not form part of the Contract and the Customer acknowledges that in the performance expected of the Company, no regard has been paid to any quoted delivery dates;
- performance expected of the Company, no regard has been paid to any quoted delivery dates;
  7.9.1 to take delivery of the Goods or any part of them on the due date; or 7.9.2 to provide any instructions or documents required to enable the Goods to be delivered on the due date.

  The Company may on giving written notice to the Customer:
  8.9.3 terminate the Contract with immediate effect 1.9.4 dispose of the goods as the Company may determine 1.9.5 store or arrange for the storage of the Goods, and on the service of the notice-7.9.5.1 risk in the Goods shall pass to the Customer; 7.9.5.2 delivery of the Goods shall peas to the Customer; 7.9.5.1 call for the Goods shall pass to the Customer; 7.9.5.1 reminate the Company all costs and expenses including warehousing charges, disposal and insurance charges arising from its failure.

  The Customer is solely responsible for unloading the Goods at the point of delivery and unloading. The Customer shall indemnify the Supplier against each loss, liability and cost arising as a result of the Company or it's sub-contractors assisting the Customer (or a third party as specified on the Customer's order) in the unloading, loading or other removal of the Goods from the point of delivery.

  The Customer is solely responsible for checking all goods upon receipt and during processing. No claims can be made if goods are not checked and subsequently used, distributed to a third party or stored for a period so as a to exceed the warranty claim period as stated in Clause 10.

  The Customer will not be liable for any loss (including loss of profit), penalty, injury, costs, damages, Charges or expenses caused directly or indirectly by any delay in the delivery of the cause. Nor will any delay in the
- costs, damages, charges or expenses caused directly or indirectly by any delay in the delivery of the Goods or performance of the Services from any cause. Nor will any delay entitle the Customer to terminate or rescind the Contract unless such delay exceeds 90
- days.

  If the Company delivers to the Customer a quantity of Goods as specified on the order confirmation form and within the following loterance limits the Customer shall not be entitled to object to or to reject any of the Goods by reason of the surplus of shortfall and shall pay for such goods at the pror rota

- 0 < Q <= 1 1 < Q <= 5 5 < Q <= 10 10 < Q <= 20 +/- 15 +/- 10 +/- 7.5 +/- 5 +/- 2.5

- 10 < Q <= 20 +/-5 20 < Q = 1/-5 20 < Q = 1/-
- delivered.

  In the event of any shortage deemed to have occurred in transit, the Customer shall on receipt of the Goods, in the interests of the two contracting parties, duly notify the carrier 7.20 by annotating the delivery note.
- A Delivery of paper or paperboard will be considered delivered correctly with regard to
  - 7.21.1 the Average Grammage in relation to the Ordered Grammage stays within the Tolerances as stated below and 7.21.2 the test values for individual Units in relation to the Ordered Grammage stay
- 7.21.2 the test values for individual Units in relation to the Ordered Grammage stay within the Tolerances a stated believines, the Average Grammage of each Delivery must be determined separately and be within a Grammage Tolerance +1-7.5%. A delivery of a Lot of paper or paperboard shall be deemed to have been completed in accordance with the Contract if the delivered sizes (in the case of sheets, the width) and length and in the case of reels, the width) are in accordance with the following

- length and in the case of reels, the width) are in accordance with the rollowing tolerances:
  Sheets: Tolerance +/- 2 mm
  Reels: Tolerance +/- 3 mm
  CANCELLATIONS
  If the Company, at its absolute discretion agrees to accept cancellation of this Contract, the Company, at its absolute discretion agrees to accept cancellation of this Contract, the Company reserve the right to apply a cancellation charge of 15%. If the Stock has been ordered specifically or converted for a Customer's requirements we reserve the right to invoice the Customer forth Geods in total.
  If the Customer purports to cancel this Contract subject to clause 8.1 above and/or refuses to accept delivery of ordered Goods and/or performance of ordered Services, the Customer will indemnify and keep indemnified the Company against any and all lost profits, costs (including increased administration costs and legal costs on a full indemnify basis), expenses, damages, warehousing charges as defined in clause 9 below, and any other loss and/or Liability suffered by the Company as a result.

  WAREHOUSING CHARGES
- Awarehousing charges of £1.25 per pallet per week or £1.25 per tonne per week for reels applies where:

  9.1.1 Stocks hald as a care.

  - where: Stocks held on a consignment basis by the Company are not called off by the Customer as contracted Goods are returned to our warehouse in accordance with clause 8.2 above Delivery of the Goods is delayed for any reason in accordance with clause 7.9.6 above
- CLAIMS NOTIFICATION
- CLAIMS NOTIFICATION

  If the Goods are manufactured, distributed or disposed of by the Customer, this constitutes acceptance of the Goods and the Customer will be liable for payment in full. Any claim that any of the Goods have been delivered damaged, aren to of the correct quantity, quality, description of content, or do not comply with their description, shall be notified in writing by the Customer to the Company as soon as possible but no later than within 7 days of the delivery of the Goods:

  Any alleged defect shall be notified by the Customer to the Company as soon as possible but no later than within 7 days of the delivery of the Goods or in the case of any defect which is not reasonably apparent on inspection within 7 days of the defect coming to the Customer's attention and in any event within 3 months from the date of delivery.
- 10.4
- coming to the Customer's attention and in any event within a case the delivery.

  No claims in respect of Goods allegedly damaged in transit or lost will be accepted if the company is not notified in writing of such loss or damage and of the relevant particulars within the appropriate time limit as specified above.

  Any claim under this condition must be in writing and must contain full details of the claim including her oll descriptions of any allegedly defective Goods;

  The Company shall be afforded reasonable opportunity and facilities to investigate any claims made under this clause and the Customer shall (if so requested in writing by the Company) promptly return any of the Goods the subject of any claim and any packing materials securely packed in their original container and carriage paid to the Company for examination;
- 10.7
- Company promiting view any packed in their original container and carriage paid to the Company for examination;

  materials securely packed in their original container and carriage paid to the Company for examination;

  The Company shall have no liability with regard to any claim in respect of which the Customer has not compiled with the claims procedures in these Terms and Conditions or after the Customer have approved the order specification and proofs.

  SCOPE OF CONTRACT

  Under no circumstances shall the Company have any liability of whatever kind for:

  11.1.1 Any defects resulting from wear and tear, accident, improper use by the Customer, or use by the Customer except strictly in accordance with the instructions or advice of the Company or neglect or from any instructions or materials provided by the Customer;

  11.1.2 Any Goods which have been viewed by means of visual proof and have been accepted by the customer, adjusted, modifiedorrepaired exceptbythe Company;

  11.3. The suitability of any of the Goods for any particular purpose or use under specific conditions whether or not the purpose or conditions were known or communicated to the Company;

  11.1.4 Any substitution by the Customer of any materials or components not forming part of any specification of the Goods agreed in writing by the Company;

  11.1.5 Any descriptions, illustrations, specifications, figures as to performance, drawings, and particulars of weights and dimensions submitted by the Company, contained in the Company; catalogues price lists or elsewhere, since they are merely intended to represent a general idea of the Goods and not to form part of the Contract or be treated as representations;

  11.1.6 Any technical information, recommendation, statement, or advice furnished by the Company of the Company of the Condition of the Company is the condition of the Company of t
  - 11.1.6 Any technical information, recommendation, statement, or advice furnished by the Company its employees or agents not given in writing in response to a

- specific request from the Customer before the Contract is made; or

- specific request from the Customer before the Contract is made; or

  11.1.7 Any variations in the quantities or dimensions of any of the Goods or changes
  of their specifications or substitution of any materials or components, if the
  variation or substitution does not materially affect the characteristics of the
  Goods and substituted materials or components are of a quality equal or
  superior to those originally specified.

  EXTENT OF LIABILITY AND WARRANTY
  The Company shall have no liability to the Customer for any loss or damage of any
  nature arising from any breach of any express or implied warranty or condition of the
  Company or in any other way out of or in comection with the performance or purported
  performance of or fallure to perform the Contract except:
  12.1.1 for death or personal injury resulting from the Company's negligence; and
  12.1.2 as expressly stated in these Conditions.
  If the Customer establishes that any of the Goods have not been delivered, have been
  delivered damaged, are defective, are not of the correct quantity, or do not comply with
  their description, the Company shall at its option replace with similar Goods any of the
  Goods which are missing, lost or damaged or do not comply with their description,
  alternatively the Company must allow the Customer credit for the invoice value of the
  items which are missing, lost or damaged or do not comply with their description,
  alternatively the Company is liable in accordance with this Condition in respect of only some
  or part of the Goods, the Contract shall remain in full force and effect in respect of the
  customer against or in respect of such other or other parts of the Goods with a respect of the order or other delivery point specified for the original Goods:

  Where the Company is liable in accordance with this Condition in respect of only some
  or part of the Goods, the Contract shall remain in full force and effect in respect of the
  or or other parts of the Goods and on set-off or other claim shall be made by the
  Customer against or in respect
- 12.3

- 12.11
- that it may sutter.

  The Company is not liable to the Customer in contract, tort (including negligence or breach of statutory duty) misrepresentation or otherwise for any of the following losses of damages, whether direct or indirect; and even if such losses and/or damages were foreseen, foreseen by the possibility of them. 12.12
  - in advance: loss or damage incurred by the Customer as a result of third party claims;

  - 12.12.1 loss of actual or anticipated profits; 12.12.2 loss of business opportunity;
- 12.12.2 insort oristness opportunity;
  12.12.3 loss of anticipated savings;
  12.12.4 loss of goodwill;
  12.12.5 any indirect, special or consequential loss or damage howsoever caused.
  Any claim under warranty will be invalidated if the Customer fails to prove the identity
  and origin of the goods by failing to provide the original labels attached to the goods
  when delibraced. vered.
- GENERAL

12.9

- The Company may sub-contract the performance of the Contract in whole or in part; The Customer shall not assign the benefit or burden of the Contract whether in whole or in part and it shall be a condition of any such consent to any sub-letting of this Contract
  - that the Customer shall:-
  - Customer shall:ensure and be responsible for the compliance by any sub-contractor with the
    terms of this Contract;
    include in the sub-contract provisions consistent with these Conditions for the
    benefit of and enforceable by the Company; and
    furnish the Company with copies of any sub-Contract upon the Company's
- 13.2.3 furnish the Company with copies of any sub-Contract upon the Company's request at any time.

  The Company shall have a lien on all the Customer's property in the Company's possession for all amounts due at any time from the Customer and may use sell or dispose of that property as agent for and at the expense of the Customer and apply the proceeds in and towards the payment of such amounts on 7 days notice in writing to the Customer. On accounting to the Customer for any halance remaining after payment of any amounts due to the Company and the costs of sale or disposal the Company shall be discharged from any liability in respect of the Customer's property.

  The Company may at its discretion suspend or terminate the supply of any Goods if the Customer fails to make any payment when and as due or otherwise defaults in any of its obligations under the Contract or any other document with the Company or becomes insolvent, has an administrative receiver appointed of its business, or is compulsority or voluntanily wound up or the Company bona fide believes that any of those events may occur, and in the case of termination may forfeit any deposit paid; If the Goods are manufactured in accordance with any design or specification provided
- occur, and in the case of termination may forfeit any deposit paid;

  If the Goods are manufactured in accordance with any design or specification provided
  or made by the Customer, the Customer shall compensate the Company in full on
  demand for all claims expenses and liabilities of any nature in connection with them,
  including any claim, whether actual or alleged, that the design or specification infringes
  the rights of any third party;
  All third party rights are excluded and no third party shall have any right to enforce this
  Contract
- Contract.
  INTELLECTUAL PROPERTY

- Contract.

  INTELLECTUAL PROPERTY

  Where any specifications and designs of the Goods or any of the Goods have been provided to the Customer the copyright, design right or other intellectual property in themshall remain the property of the Company;

  The Customer shall not make any modification to the packaging of Goods, nor alter, remove, or tramper with any trade marks used on or in relation to the Goods.

  CONFIDENTIALITY

  The Customer shall not at any time whether before or after the termination of this Contract divulge or use any unpublished technical information deriving from the Company or any other confidential information in relation to the Company shall not company or any other confidential information in relation to the Company shall not be liable for any failure in the performance of any of its obligations under the Contract caused by factors outside its control, non-exclusive examples of which are instructions or interference by any government or other authority, act of God, lock-out of work people, terrorism, fire, accident, war, blockade, oviil commotion, strikes, epidemics, labour disputes, shortage of fuel, power, labour or raw materials, breakdown of machinery, or inability to obtain permission to export or import, any deliveries suspended as a result of any such circumstances shall be made as soon as possible thereafter consistently with due performance of other deliveries under the Contract.
- under the Contract.

  LAW AND JURISDICTION

- LAWAND JURISDICTION

  The Contract shall be governed by English law and the Customer consents to the exclusive jurisdiction of the English courts in all matters regarding it except to the extent that the Company invokes the jurisdiction of the courts of any other country. If any of these Conditions is found by any court or administrative body of competent jurisdiction to be invalid or unenforceable, such invalidity or unenforceabilish shall not affect the other Conditions, which shall remain in full force and effect. If any of these Conditions is so found to be invalid or unenforceable but would cease to be invalid or unenforceable from part of the provision were deleted, the provision in question shall apply with such modification as may be necessary to make it valid and enforceable.
- NOTICES

  Any notice given under these deed shall be in writing and may be served:

  18.1.1 personally;

  18.1.2 by registered or recorded delivery mail;

  18.1.3 by telex or facsimile transmission (the latter confirmed by telex or post); or

  18.1.4 by any other means which any party specifies by notice to the other.

  18.1.5 Each parties address for the service of notice shall be its above mentioned address or such other address and specifies by notice to the other;

  18.1.5 Leach parties address and specifies by notice to the other;

  18.1.6 Leach parties address and specifies by notice to the other;

  18.1.6 Leach parties address and specifies by notice to the other;

  18.1.8 Leach parties and service of notice shall be its above mentioned address as stayed in person, at the time of service;

  18.2.2 if it was served by post, Forty eight hours after it was posted; and it was served by post, Forty eight hours after it was posted; and it was served by post parties of the service;

  18.2.3 if it was served by post facsimile transmission, at the time of transmission

#### Good Signs & Print Privacy Policy We are committed to safeguarding the privacy of our website visitors and service users

#### Business Privacy Policy

This privacy policy sets out how we use and protect any information that you give Good signs Ltd and its sister companies when you use this website. We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, we can assure you that this information will only be used in accordance with this privacy statement. We may change this policy from time to time by updating this page so please check this page from time to time to ensure that you are happy with any changes. This policy is effective from 01/01/2012.

> What we collect We may collect the following information:

Name and job title Contact information including email address Demographic information such as postcode, preferences and interests Other information relevant to customer surveys and/or offers

What we do with the information we gather We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

Internal record keeping.
We may use the information to improve our products and services.

We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.

We may contact you by email, phone, or mail. Your security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways: whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at hello@goodsignsandprint.co.uk. We will not sell, distribute or lease your personal information to third parties unless we are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen. You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to hello@goodsignsandprint.co.uk

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, at the above email address. We will promptly correct any information found to be incorrect.

#### PERSONAL INFORMATION THAT THIS WEBSITE COLLECTS and why we collect it

This website collects and uses personal information for the following reasons:

#### TRACKING SITE VISITS

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website.

Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you, but Google do not grant us access to this. We consider Google to be a third-party data processor

Google Analytics makes use of cookies, details of which can be found on Google's developer guides. For your information, our website uses the analytics is implementation of GA.

Disabling cookies on your internet browser will stop Goggle Analytics from tracking any part of your visit to pages within this website.

## How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

# CONTACT FORMS AND EMAIL LINKS

Should you choose to contact us using the contact form on our contact us page or an email link, none of the data that you supply will be stored by this website or passed to / be processed by any third party data processor.

Instead the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted before being sent across the internet. The email content is then decrypted by our local computers and devices.

We also hold details on our computers relating to the information you provide us with on our contact forms or email links. We do this in order to reply to your enquiry and to further process any orders.

If you do not want us to keep any of your details on file please advise us.

We do not exchange, sell, rent or give away your email address or any other details to other companies.

### EMAIL NEWSLETTER

If you are signed up to our email newsletter, your email address is forwarded to MailChimp who provide us with email marketing services. We consider MailChimp to be a third party data processor. The email address that you submit will not be stored within this website's own database or in any of our internal computer systems.

Your email address will remain within MailChimp's database for as long as we continue to use MailChimp's services for email marketing or until you specifically request removal from the list. You can do this by unsubscribing using the unsubscribe links contained in any email newsletters that we send you or by requesting removal via email. When requesting removal via email, please tell us the email address that is subscribed to the mailing list

If you are under 16 years of age you MUST obtain parental consent before joining our email newsletter.

While your email address remains within the MailChimp database, you will receive periodic (approximately 8 times a year) newsletter-style emails from us.

## THIRD PARTY DATA PROCESSORS

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen they are Google, Mailchimp, Facebook and Instagram, you can access their privacy policies online.

### DATA BREACHES

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

### DATA CONTROLLER

The data controller of this website is: Good Signs Ltd

## SSL ENCRYPTION

All traffic (transferral of files) between this website and your browser is encrypted and delivered over HTTPS

### DATA STORAGE

Please use our contact page to ask us anything else about our data protection systems.