

# **Kay Premium Marking Films Limited**

## **Privacy Notice – issued June 2026**

This privacy notice tells you what to expect us to do with your personal information when you contact us or use our website at [www.kpmf.com](http://www.kpmf.com).

We are the controller of your personal data. Kay Premium Marking Films Limited is registered in England and Wales under company number 02482185.

### **What this notice covers**

- Contact details
- What information we collect, use, and why
- Cookies on our website
- Lawful bases and your data protection rights
- Our lawful bases for using your information
- Where we get personal information from
- How long we keep information
- Who we share information with
- Sharing information outside the UK
- How to complain

### **Contact details**

Post: Kay Premium Marking Films Ltd, Oakwood Close, Pen-y-Fan Industrial Estate, Crumlin, Newport, Wales, NP11 3HY, United Kingdom

Telephone: 01495 242300

Email: [sales@kpmf.com](mailto:sales@kpmf.com)

### **What information we collect, use, and why**

We collect or use the following information to provide services and goods, including delivery:

- Names, contact details, company details
- Addresses, including country of origin
- Website user information (including user journeys and cookie tracking)
- Information relating to compliments or complaints

We collect or use the following information for service updates or marketing purposes:

- Names and contact details
- Email Addresses
- Marketing preferences
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information to comply with legal requirements:

- Name
- Contact information

We collect or use the following information for dealing with queries, complaints or claims:

- Names and contact details
- Address
- Correspondence

## **Cookies on our website**

Our website uses cookies and similar technologies. Strictly necessary cookies keep the website working and secure and do not require your consent. We only set non-essential cookies (such as analytics cookies) with your consent, which you can change or withdraw at any time through your browser settings.

## **Lawful bases and your data protection rights**

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. Which lawful basis we rely on may affect your data protection rights, which are set out in brief below:

- **Your right of access** – You have the right to ask us for copies of your personal information. Some exemptions may mean you do not receive all the information you ask for.
- **Your right to rectification** – You have the right to ask us to correct or complete personal information you think is inaccurate or incomplete.
- **Your right to erasure** – You have the right to ask us to delete your personal information in certain circumstances.
- **Your right to restriction of processing** – You have the right to ask us to limit how we use your personal information 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 information you gave us to another organisation, or to you, in certain circumstances.
- **Your right to withdraw consent** – Where we rely on consent, you have the right to withdraw it at any time.

If you make a request, we must respond without undue delay and in any event within one month.

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

## **Our lawful bases for using your information**

To provide services and goods:

- **Contract** – we collect or use the information so we can enter into or carry out a contract with you.

- Legitimate interests – we collect names, contact details and enquiry details so we can respond to enquiries, provide the products, samples and information requested, and manage our business relationship with customers, distributors and partners. We limit this to what is needed and do not consider it to override the rights of the individuals concerned.

For service updates or marketing purposes:

- Consent – we have permission from you, after we gave you the relevant information. You can withdraw your consent at any time.
- Legitimate interests – we use contact details and marketing preferences to send service updates and product information to business contacts who have asked to hear from us or who we reasonably expect to be interested. People can opt out at any time.

To comply with legal requirements:

- Legal obligation – we collect or use the information so we can comply with the law.

For dealing with queries, complaints or claims:

- Contract – we collect or use the information so we can enter into or carry out a contract with you.
- Legitimate interests – we use names, contact details and correspondence to respond to enquiries, complaints and claims and to keep a record of how they were handled.

## **Where we get personal information from**

- Directly from you

## **How long we keep information**

We keep your personal information only for as long as necessary for the purposes described in this notice, and for any period we are required to keep it to meet legal, accounting or reporting obligations. When it is no longer needed, we securely delete or anonymise it.

Marketing and company information will be retained until the business entities and contacts are no longer associated with or of interest to KPMF, if individual contacts leave the companies they represent, or if they request us to delete their information.

## **Who we share information with**

We share personal information, where necessary, with:

- Professional or legal advisers
- Relevant regulatory authorities
- Organisations we are legally obliged to share personal information with
- Service providers acting on our behalf (for example website hosting, IT support and email)
- Other relevant third parties, including companies within the ORAFOL group

## **Sharing information outside the UK**

Where necessary, we transfer personal information outside the UK to our parent company, subsidiaries, and business partners. When we do, we comply with UK data protection law and make sure appropriate safeguards are in place.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

Email: [sales@kpmf.com](mailto:sales@kpmf.com)

Telephone: 01495 242300

Post: Kay Premium Marking Films Ltd, Oakwood Close, Pen-y-Fan Industrial Estate, Crumlin, Newport, Wales, NP11 3HY, United Kingdom

If you remain unhappy with how we have used your data after raising a complaint with us, you can also complain to the Information Commissioner's Office (ICO).

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

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