

This Privacy Policy explains how we, INVER MODELS, collect, store and use personal information when you use our services, communicate with us, or we otherwise obtain it.

About INVER MODELS

INVER MODELS is the trading name of Sole Trader Peter Naulls. Based in the Scottish Highlands, Peter is a professional model maker with over thirty years' experience serving the architectural, housing, engineering and product design industries.

What personal information does INVER MODELS collect?

We collect the following types of personal information:

- Names
- Job Titles and Organisation Names (where applicable)
- Addresses
- Telephone numbers
- Email addresses
- Payment information
- Information about how you interact with our online resources, such as our email newsletter and website.

Where does INVER MODELS get this information from?

We collect this information under the following circumstances:

- **EMAIL NEWSLETTER**

We collect the names and email addresses of individuals who have given us their consent to send them our email newsletter. We promise not to send more than twelve emails per year, which includes our latest news, and information about our projects, products and services. Individuals wishing to opt-in to receive our email newsletter can do so via our website (www.invermodels.co.uk), however, manual entries are also accepted.

- **CUSTOMERS (INDIVIDUALS)**

We collect the names, addresses, telephone numbers, email addresses and payment information of customers who have made a purchase from Inver Models. This information is used only for the purposes of fulfilling the sale, including the processing of payments and/or delivery, as well as contacting the individual with regards to information relating to their purchase.

- **CLIENTS (BUSINESSES)**

We collect the names, job titles, organisation names, addresses, telephone numbers, email addresses and payment information of clients who have contracted INVER MODELS as a supplier. This information is used only for the purposes of fulfilling the contract, including the processing of payments and/or delivery, as well as contacting the client with regards to information relating to their contract.

- **SUPPLIERS AND SUB-CONTRACTORS**

We collect the names, job titles, organisation names, addresses, telephone numbers, email addresses and payment information of suppliers and sub-contractors who are contracted by INVER MODELS to provide a service. This information is used only for the purpose of fulfilling the contract, including the processing of payments and/or delivery, as well as contacting the client with regards to information relating to their contract.

What is INVER MODELS' lawful basis for having this information?

INVER MODELS collects, stores and uses personal information only from individuals who have given us their consent to do so. We do not share this information with third-parties unless it is necessary for us to do so to run our business, fulfil a contract, or where we are required to by law. Information on the third parties with which personal information is shared is below.

Who receives this information and how is it collected, stored and used?

Any personal information provided to INVER MODELS is received and processed by Peter Naulls and/or sub-contractors operating under the name INVER MODELS.

· ONLINE

We use the online marketing automation platform Mail Chimp to collect, store and process personal information from individuals who have given us their consent to send them our email newsletter. View [Mail Chimp's Privacy Policy](#).

Where personal information has been given to us for this purpose manually or via another means, it will be transferred to Mail Chimp at our first opportunity and the original method of providing the information destroyed.

We have chosen to use Mail Chimp in order to provide our customers with high quality email communications, as well as ensuring the security of personal information and providing easy ways in which to unsubscribe (opt-out) or change preferences. Our Mail Chimp account is password protected and is only accessible to Peter Naulls and/or sub-contractors operating under the name INVER MODELS.

Please note that in order for us to ensure that we can provide you with information that is most relevant to you, we use the Mail Chimp Reports and Analytics features, which record how recipients of our newsletter interact with its content.

The route to signing up to receive our email newsletter is located on INVER MODELS' website. The following third-party applications help make this happen:

Word Press	An open source content management system that helps us build and manage the content of our website. View Word Press' Privacy Policy
Mail Chimp for Word Press	Open source software that provides a form on our website in to which individuals can enter their name and email addresses in order to receive our email newsletter.
Google Analytics	Google's official web analytics service that tracks and records website traffic. View Google Analytics' Privacy Policy

· ELECTRONIC AND MANUAL

All other personal information provided to INVER MODELS is stored internally on computers accessed only by Peter Naulls and/or sub-contractors operating under the name INVER MODELS. Where applicable, these computers are password protected and anti-virus/anti-malware software is installed. The following third-party services/software are used to help INVER MODELS to carry out its business:

Service Access Quality (SAQ)	An independent home and business internet and IT provider, SAQ provide INVER MODELS' broadband and telephone connections, website hosting, email hosting and general technical support. View SAQ's Privacy Policy .
Google Mail (Gmail)	Google's free, advertising supported email service. View Gmail's Privacy Policy
Microsoft Office and 365	A family of software created by Microsoft that provides a bundle of productivity applications, including Word, Excel and Power Point. View Microsoft Office's Privacy Policy
Drop Box	A global collaboration platform where files, folders and documents are created, accessed and shared by multiple users. View Drop Box's Privacy Policy
Ramdin Software	Remote Access Management software that provides secure, remote access to computers.

Please note

To protect ourselves against loss of information, regular back-ups of INVER MODELS computers are taken and stored on CD in a locked steel cabinet away from the business premises.

How long does INVER MODELS retain personal information?

How long we retain personal information depends upon the circumstances through which it was obtained. For individuals receiving our email newsletter, for example, we retain names and email addresses until we are notified that an individual no longer wishes to receive email communications from us.

For customers, clients and suppliers/sub-contractors, we keep personal information until a period of 7 years has passed since we last received communications from the individual. This is to comply with HMRC's regulations on the retention of accounting records.

Please note:

Where we feel appropriate, we also retain personal information from individuals who have contacted us to make an enquiry. Retaining this information helps us to provide better customer service if the individual is to contact us again. Although this information is kept on file, it is not used for any reason other than the original enquiry unless we feel it is in the legitimate interest of the individual to do so. Any information we obtain from enquiries is retained until a period of 7 years has passed since we last received communications from the individual, unless we are notified otherwise.

How do I withdraw my consent from INVER MODELS?

Under the General Data Protection Regulations, individuals have the right to access, rectify, object to and/or erase the personal information we hold at any time. Individuals that no longer wish to receive our email newsletter may opt-out by clicking the "unsubscribe" button at the bottom of our emails. Alternatively, if you wish to stop receiving any other type of communications from INVER MODELS, or have the information we hold about you erased entirely, please email peter@invermodels.co.uk.

Please note:

Where we are required to retain personal information by law we may, under some circumstances, be unable to erase the information we hold on an individual in its entirety.

What if I have a concern about the way my information is being used by INVER MODELS?

If you have a concern or complaint about the way INVER MODELS is using your information, we encourage you to contact us so that we can learn from our mistakes. You can do so by emailing peter@invermodels.co.uk.

Alternatively, if you would like to raise a concern directly with the Information Commissioner's Office, please visit their website (www.ico.org.uk).

Updating this Privacy Policy

This Privacy Policy was last updated on 7 May 2018. We review and update our Privacy Policy annually, or at shorter intervals if required. Recent updates or amendments will be clearly highlighted.