

Blue Signage Ltd

110 Tufthorn Avenue,
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michael@bluesignage.co.uk
www.bluesignage.co.uk

Privacy Policy

We at Blue Signage Ltd only collect information from you that we require to provide you with the service you require. Below is our FAQ's relating to the personal data that we collect.

How do we collect data?

We obtain our information directly from you, when you hire from us in the way of emails and over the phone. This information is always confirmed with you once your hire has been fully booked in. If we are ever missing any information, we may request this by email or phone.

What type of information do we collect?

As mentioned above we only collect data that we need. The types of data we collect are as follows:

- Full Name
- Home/Invoice address
- Delivery/Event Address (if applicable)
- Mobile phone number
- Home phone number
- Email address
- ID

Why do we collect such personal information?

As mentioned above we only collect the data that we require to fulfil the hire request from you.. We collect information for the following reasons:

- To provide our services
- To provide customer support
- Provide you with up to date offers
- To comply with any applicable laws and regulations

How do we use personal data?

Here at JRG Sound & Light, we only use your data to provide you with the services you have requested. Your data will only be shared with the employee(s) that are working on

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your job or if it is needed to complete their role. Your data may be shared with 3rd parties (like insurers), if this is required to help fulfil our role that we have been appointed to and will be shared with law enforcement if requested to do so. We may also use your data to provide you with offers and newsletters if you have given us permission to do so.

How do we store your information?

We take securing your information very seriously. All information held by us is kept securely in computer databases, both locally in our premises and on servers based in the EU. If your data is also in paper form it is kept locked away, where un-authorised access is not allowed.

How long do we keep your information?

We will not keep your information for no longer than we feel is necessary. We keep hold of your data for a minimum of 3 years since your last hire date. We do this as if you regularly hire from us, having this information already makes the whole process smoother. We do however delete copies of all forms of ID after each hire.

What are your rights?

Under data protection law, you may have several rights concerning the data we hold about you. If you wish to exercise any of these rights, please contact our data controller using the details below.

The right to be informed. You have the right to be provided with clear transparency and easy to understand information about how we use your information. This is why we are providing you with information in this policy.

The right of access. You have the right to access your personal data. This will enable you to check how we are processing your data and to see what data we hold on you.

The right to rectification. You have the right to correct your information if it is inaccurate or incomplete.

The right to erasure. This is also known as 'the right to be forgotten'. This means you can request that certain information we hold on you to be deleted or erased.

The right to restrict processing. You have the right to block or suppress use of your information. We can still store your information but will not use it any further.

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The right to data portability. You have the right to obtain your information in a portable format, so you can re-use it for your own purposes across different services.

The right to object. You have the right to object to the processing of your data in certain circumstances

How to access & Control your personal data

Requests from individuals should be made by email, addressed to the data controller at michael@bluesignage.co.uk. The data control will aim to provide the requested data within 7 working days.

The data controller will always verify the identity of anyone making a subject access request before handing over any information.

Privacy Policy Updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

This privacy policy was last updated: 13/05/25