



Privacy Policy – updated April 2023

RedSky Design Studio Ltd [RedSky] is a creative graphic design agency, predominantly offering an associate partnership to communications agencies as well as services to clients directly.

Established in 2010, RedSky has a number of long-standing clients with global operations across a number of industries.

In line with the updated data protection act, General Data Protection Regulation, we've outlined below how we use your personal data and the steps we take to keep it secure.

Please take a moment to read this document as it contains important information about how we work with your data.

1.1 Why we collect data

By the nature of doing business, we collect data to talk with you and offer you the best service we can. This service can be delivering a design brief, collaborating on a project or settling accountancy requirements.

We collect data for business purposes from clients, suppliers, RedSky associates and employees.

1.2 What data we hold about you

We hold your business contact details including:

- Email address
- Switchboard, direct dial and/or mobile telephone (as detailed in an email signature)
- Contact names of stakeholders relating to a project which may include third parties such as your clients
- Contact address
- Other data specific to a brief
- Bank details where applicable

We have this data in order to maintain a two-way channel of communication regarding design projects in order to deliver the design brief and share invoicing correspondence.

We are happy to hold Non-Disclosure Agreements if deemed necessary and we currently do so for a number of clients.

In some instances, for example RedSky employees, we hold personal data of a sensitive kind as set out in GDPR Article 9 (Special Category Data) and elsewhere and treat and protect this information in a sensitive and appropriate way.



1.3 Who we share your data with

On occasions, personal data (as defined by the ICO) are shared with our team of trusted associates and/or employees to fulfil a design brief under the direction and management of our Creative Director. RedSky associates and employees are committed to comply with GDPR in relation to RedSky activities as covered by our service agreement/employment contract with them.

We do not disclose any personal information about you to third parties except when we need to do so in order to deliver our service to you, when required to do so by law, or with your consent.

1.4 Where your data is held

We store personal data needed for our business transaction with you on secure cloud-based systems which are further supported by additional security and privacy policies. We back-up our internal systems regularly and have onsite security measures in place to protect our data.

If personal data is on paper documents, once used, these documents are shredded. No longer required electronic files containing personal data, are permanently deleted from our systems or anonymised after a project is completed and no longer required for access.

1.5 Why we hold your data

We hold data concerning you in order to facilitate our relationship with you – whether as a client, supplier, associate or employee.

We only obtain the necessary data in order to deliver the design brief as directed, collaborate with associates/employees and relevant suppliers, and to process invoicing requirements. We also hold all accountancy related communications for six years as required by law after which they are destroyed or anonymised for internal analysis.

On occasions, we may contact you with news or information about RedSky unrelated to a historic or current design brief which lawful basis is content, contract or legitimate interest. You can at anytime update your communication preferences by contacting us as detailed below in section 1.7.

1.6 Your rights under the GDPR

You have qualified rights to access, rectify and erase your personal data, and to restrict or object to processing, and to make your data portable. You have the right to complain to a Supervisory Authority (e.g. The Information Commissioner's Office).

Please contact us with any concerns you have about how we are handling your data. For detailed guidance on how to raise a concern, and your rights to escalate concerns to the Information Commissioners Office (ICO) please visit: <https://ico.org.uk/for-the-public/raising-concerns/>

1.7 Our legal bits and how to contact us

- Our Data Protection Lead is: Natalie Beecroft
- We are a data controller and processor as defined by the ICO.
- Our registered company address is: RedSky Design Studio Ltd, 5 Park Rise, Northchurch, Berkhamsted, Herts, HP4 3RT. United Kingdom
- Our company registration number is: 7234909
- Our email for GDPR enquires is: natalie@redskystudio.co.uk
- Our telephone is: +44 (0) 1442 863200