

Privacy and Cookie Policy

Updated 6 December, 2021

This Privacy and Cookie Policy explains what information we collect from you, how we use it and how we protect it. It also summarises your rights and tells you how you can exercise those rights. This Privacy Policy applies to visitors to www.vistaprint.co.uk and to our online customers.

However, this policy does not apply to information about you collected by third-party websites that may post links or advertisements on or otherwise be accessible from our website. The information collected by these third-party websites is subject to their own privacy policies.

If you have general questions about this policy, you can reach our privacy team at dataprotection@vistaprint.com.

Who we are

The responsible data controller, with regard to the collection and further processing of your data as described in this Privacy and Cookie Policy, is Vistaprint B.V., located at Hudsonweg 8, 5928 LW Venlo, the Netherlands. We are part of the Cimpress plc group of companies. A list of all Cimpress affiliated brands can be found by visiting www.cimpress.com/our-businesses/.

What information do we collect and how do we use it?

This section of our Privacy Policy describes the categories of information collected by VistaPrint. We collect this information:

- Automatically when you visit and navigate our website or use applications downloaded from our website;
- Directly from you when you register, update your account and/or profile, personalise a product or use our design services, place an order, use applications downloaded from our website or contact our Customer Care team;
- Indirectly from third parties, including social media websites.

If you are a registered VistaPrint customer, we link automatically collected data to the other information we collect about you.

Types of personal data we collect

- Contact details (your name, address, email address and phone number)
- Site navigation and usage data (including the date and time you visit, and how you use our website and design services and access its contents)
- Purchase and transaction history
- IP address, browser settings and related information

How we use it

- Maintaining your account
- Allowing you to log in, navigate the site and make purchases
- Fulfilling your order
- Providing customer service and quality assurance, including providing you with service messages by text, email or telephone, to update you about your order and its delivery status and invite you to provide us with your feedback about our website, products, services and Customer Care team.
- Customer analytics

	<ul style="list-style-type: none"> • Marketing our products and services to you (including providing co-branded offers with our partners or affiliated Cimpres companies) • Improving or personalising your online experience and our communications with you • Operational uses, including site optimisation and fraud detection and prevention
<ul style="list-style-type: none"> • Your password 	<ul style="list-style-type: none"> • Maintaining your account • Allowing you to log in and make purchases using saved payment details
<ul style="list-style-type: none"> • Payment information (such as credit card or bank account details) 	<ul style="list-style-type: none"> • Allowing you to make purchases or sign up for a subscription service • Storing it for future purchases, but only if you specifically request we store that card information
<ul style="list-style-type: none"> • Information you add to personalise your products or request design services, such as text or uploaded images 	<ul style="list-style-type: none"> • Fulfilling your order • Storing your personalised products for future use • Maintaining your account • Customer analytics • Marketing our products and services to you (including providing co-branded offers with our partners or affiliated Cimpres companies) • Improving or personalising your online experience and our communications with you • Operational uses, including site optimisation, copyright detection and fraud detection and prevention
<ul style="list-style-type: none"> • Session replay recordings (such as mouse movements, clicks, typing, and scrolling) 	<ul style="list-style-type: none"> • Operational uses, including site optimisation
<ul style="list-style-type: none"> • Contact with Customer Care 	<ul style="list-style-type: none"> • Providing customer service and quality assurance • Maintaining your account • Allowing you to log in, navigate the site and make purchases • Fulfilling your order • Customer analytics • Marketing our products and services to you (including providing co-branded offers with our partners or affiliated Cimpres companies) • Improving or personalising your online experience and our communications with you • Operational uses, including site optimisation and fraud detection or prevention

We may use personal data for other purposes, but only if you have given your consent for us to do so. For example, if you review a product you agree to let us post that review on our website. Please note that reviews posted on our website are public, so only include information you are comfortable with sharing publicly. When

you enter a competition or prize draw, you may share information about yourself and we may publicly disclose that information if you are the winner.

You have the option not to provide personal data. However, doing so may prevent you from using some of our website features or placing orders for our products. Similarly, if you decline to let us place certain cookies on your device, our website will only have limited functionality (see more information about cookies below).

The website is not meant for use by children under the age of sixteen years old, and children under that age are prohibited from creating an account or otherwise providing their personal data.

Who has access to your information?

We limit access to your information to employees who have a need to use the information and are obligated to protect that information and keep it confidential. We may also share your information with other companies in the Cimpress group. All Cimpress group companies have a contractual obligation to comply with the terms of this privacy policy and to protect your information.

We may also provide the information we collect about you to other third-party companies, who may, as a service provider, process the information on our behalf, including companies that assist us with:

- Fulfilling or delivering your order;
- Storing and securing data;
- Processing payments;
- Marketing, analytics and fraud detection activities; or
- Customer service.

We may offer products or services that are provided by our partners. If you choose to engage in such offers, our partners may have access to and process your personal data. Our partners may also share with us certain personal data they collect about you. We suggest that you review their privacy policies for more information about how they process and share your personal data.

Cimpress Group companies, third-party service providers, or partners may be located inside or outside of the UK. In particular, our VistaPrint teams that provide Customer Care are based in Germany, the Netherlands, the United States, Tunisia, Jamaica, India and the Philippines.

The extent of our transfer of your information outside of the UK is governed by an agreement incorporating the standard contractual clauses in accordance with Article 46 of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (the 'GDPR').

We may also share your information as required or permitted by law, including to enforce our Terms and Conditions, or to protect our rights or property or those of others. We may also be required to respond to requests from law enforcement agencies, but only if those agencies meet the standards for obtaining personal data consistent with local laws and data protection requirements.

Finally, we may provide your information to one or more third parties in the event of a merger, acquisition, or corporate reorganisation involving us.

How long do we keep your information?

We only retain your personal data for as long as is necessary for the purpose for which it is provided, or because we are legally required to do so.

What rights do you have to access and control the use of your information?

You have the right to:

- Access your personal data;
- Correct inaccurate or incomplete personal data;
- Request that we delete your personal data (or alter it so that you are not identifiable), under the specific circumstances prescribed by law;
- Object to the processing of your personal data or request that we restrict the processing of your personal data, under certain conditions;
- Request data portability for personal data provided by you, under certain conditions.

How can you exercise these rights?

You may exercise some of the rights listed above by going to 'My Account Settings' and updating your personal data and preferences.

You can contact our Customer Care team to exercise any of the rights listed above by using any of the methods listed in the Contact Us section below.

Even if you choose to unsubscribe from receiving any advertising via email, telephone or by post, we may still communicate with you using any of these methods regarding your orders, your account or for other administrative purposes.

To protect your privacy, we may need to verify your identity after we have received your request.

What happens when you submit a deletion request?

After you contact us to delete the information we hold about you, and we verify your identity, we will then close your account and erase your information from our systems.

Please note that even when you ask us to delete your data, we may be allowed by law to keep certain information (for example, records of transactions or shipments), and we may still retain anonymous information about things like how customers interact with our website.

After we process your request, you will immediately lose access to the following:

- Your account
- Your account login and password
- Order history
- Products you have designed
- Uploaded images

This is a permanent change that cannot be undone.

How do we protect your information?

We maintain physical, electronic and procedural safeguards designed to help us protect your personal data. For example, we use Secure Socket Layer (SSL) technology to encrypt your credit card information when you purchase products through our website. In addition, we train the employees that are involved with the processing of your data such as our Customer Care agents, software developers, data analytics team and operators in our production facility about the importance of confidentiality and maintaining the privacy and security of your information. Our awareness training is tailored to the specific role of a team or department and their involvement with handling your information.

When you establish an account at VistaPrint, you choose a password to help protect your account information. You should select a strong password and keep it safe by not sharing it with others. You may change the password as often as you wish by going to 'My Account' and selecting 'Account Settings'.

What are Cookies?

Cookies are small data files which often include a unique identifier that are stored on your device when you visit certain web pages. Cookies are useful because they allow a website to recognise a user's device.

To give you the best experience, we tailor our site to show the most relevant content and helpful offers. Our website uses cookies that, among other things, let you navigate between pages efficiently, remember your preferences and generally improve your experience on our website. They can also help to ensure that advertising you see online is relevant to you and your interests. We recommend accepting cookies on your computer, tablet or mobile device to ensure you get the full use of our personalised features.

What kinds of Cookies do we use on our website?

Our website uses the following types of cookies:

Necessary Cookies

We use these cookies to let you access our website's features, manage preferences (like language or VAT settings) and to track statistics necessary to meet contractual requirements.

Functional Cookies

We use these cookies to test new website features, detect errors, analyse site usage, receive user feedback and provide you with a more relevant and personalised experience based on your interests and interactions.

Even if you opt-out of functional cookies, we may still use other information we collect about you to tailor your VistaPrint experience. For example, we may use past purchase data, information gathered from designs saved to your portfolio or information you explicitly provide about your brand for personalisation purposes.

Session Replay Cookies

We use these cookies to capture how you interact with our website while browsing and personalising products to find ways to improve the site and your customer experience. Session replay data includes mouse movements, clicks, typing, scrolling, and other actions you take when you navigate our website and personalise your products.

We do not use session replay cookies on pages that may contain payment information.

Advertising Cookies

We use these cookies to show advertisements and offers that are relevant to your interests. They're also used to limit the number of times you see an ad and to help measure the effectiveness of advertising campaigns.

How can you manage which Cookies are placed on your device?

On VistaPrint Website(s)

When you first visit our website on a new device or browser, you are prompted to set your cookie consent preferences. You can manage these preferences any time by visiting the 'Account Settings' section of our website.

Using browser controls

The Help menu on the menu bar of most browsers will tell you how to enable or prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie and how to disable cookies altogether. You can also disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the website of its manufacturer. Please be aware that if you disable or delete certain cookies our website will not work properly.

Third-Party Cookies

When you use our website, you may notice content provided by a company other than us. Also, if you 'share' VistaPrint content with friends through social networks, such as Facebook and Twitter, these social networks may place cookies on your browser. We have no access to or control over cookies used by these companies or third-party websites. If you'd like to opt out of cookies created by 'sharing' VistaPrint content through social networks — such as Facebook and Twitter — we suggest you check those third-party websites for more information about their cookies and how to manage them.

If you want to know more about Third-Party Cookies and how to opt out of them, see www.allaboutcookies.org and www.youronlinechoices.eu.

Contact Us

If you have general questions about the website, would like to update your marketing preferences or make changes to your information, or would like to exercise your rights to access and control the use of your information, please go to the 'Contact & Support' page on this website to contact our Customer Care team.

You can also make a request in writing to Vistaprint B.V., Hudsonweg 8, 5928 LW Venlo, the Netherlands. In the letter, please include your name, VistaPrint account number, email address, postal address and telephone number(s), along with your specific request.

Our data protection officer can be reached at dataprotection@vistaprint.com. If you have a complaint about our privacy practices, please contact us so we can help address your concerns. You also have the right to lodge a complaint with your local data protection authority.

Changes to this Privacy and Cookie Policy

VistaPrint may revise this Privacy and Cookie Policy from time to time by posting a revised Privacy and Cookie Policy on our website. We reserve the right to modify this policy at any time, so please review it frequently.