



Privacy Policy

Last updated: 29 August 2026

(Sections 1 to 17)

1. Who we are

Artcharter Limited ("Artcharter", "we", "us" or "our") provides fine-art digitisation, image editing, colour management, proofing, giclée printing, finishing, packaging and related art services.

For the purposes of UK data protection law, Artcharter Limited is the controller of the personal information described in this policy.

Registered office: 128 City Road
London
United Kingdom
EC1V 2NX

Company number: 15060900
Privacy email: pmcl@artcharter.co.uk
ICO registration number: ZB736770

This policy explains how we collect, use, disclose and protect personal information when you visit www.artcharter.co.uk, contact us, request a quotation, place an order, supply artwork or use our services.

2. Personal information we collect

Depending on how you interact with us, we may collect:

- **Identity and contact information**, such as your name, business or gallery name, postal address, delivery address, email address and telephone number.
- **Order and service information**, including quotations, order details, print specifications, paper or canvas choices, edition details, delivery instructions and communications about your project.
- **Artwork and digital files**, including scans, photographs, image files, artwork titles, artist names, signatures, edition information, certificates of authenticity and associated metadata. Artwork may incidentally depict identifiable individuals.
- **Account and transaction information**, including invoices, payment status, refunds and accounting records. Payment-card details are normally collected directly by our payment provider and are not stored by us in full.
- **Website and device information**, such as IP address, browser type, device information, pages viewed, referring website and cookie or analytics identifiers, where applicable.
- **Marketing information**, including your communication preferences and your interactions with marketing emails.
- **Enquiry and correspondence information**, including information you provide by email, telephone, forms, social media or in person.
- **Supplier and business-contact information**, where you supply goods or services to us or represent a gallery, business or other organisation.

Please do not send us special-category personal information, such as health, biometric, religious or political information, unless it is genuinely necessary and we have agreed how it will be handled.

3. How we collect personal information

We collect information:

- directly from you when you contact us, request a quotation, place an order, submit files, make a payment, subscribe to marketing or use our website;
- from someone acting for you, such as an artist, photographer, gallery, agent, framer or other authorised representative;
- automatically through cookies and similar technologies, where used; and
- from service providers, such as payment processors, delivery companies, website providers and accounting platforms, where necessary to provide our services or manage our business.

If you provide personal information about another person, you must have authority to do so and should make this policy available to them.

4. How and why we use your information

We use personal information only where data protection law allows us to do so.

Purpose	Information normally used	Lawful basis
Responding to enquiries and preparing quotations	Contact, enquiry and project information	Steps at your request before entering a contract; legitimate interests where you
Accepting, producing and delivering orders	Contact, order, artwork, file and transaction information	Performance of a contract
Scanning, editing, proofing, printing,	Artwork, image files, specifications and project	Performance of a contract
Taking payments, issuing invoices and managing	Contact, order and transaction information	Performance of a contract; legal obligation
Keeping tax, accounting and company records	Order, invoice and transaction information	Legal obligation
Customer service, complaints and dispute	Contact, order and correspondence information	Performance of a contract; legitimate interests in managing our business and
Preventing fraud, misuse and security incidents	Contact, transaction, device and technical information	Legitimate interests in protecting customers, our systems and our business;
Operating, maintaining and improving our	Device, website-use, enquiry and service information	Legitimate interests; consent where required for non-essential cookies or
Sending marketing communications	Contact details, preferences and relevant customer	Consent, or legitimate interests where permitted by direct-marketing law
Managing suppliers and professional relationships	Business-contact, contract and transaction information	Contract; legitimate interests in running our business; legal obligation
Establishing, exercising or defending legal claims	Relevant contact, order, artwork, transaction and	Legitimate interests; legal obligation

Where we rely on legitimate interests, we consider whether our interests are necessary and balanced against your rights and reasonable expectations. You may object to processing based on legitimate interests; see section 11.

You may withdraw consent at any time. Withdrawal does not affect processing that took place before consent was withdrawn.

5. Artwork, copyright and publicity

We process submitted artwork and image files to provide the services you request. We do not acquire ownership or copyright in your artwork merely because you send it to us.

We will not use your artwork, name, testimonial or project images in our portfolio, website, social media or promotional material without your permission or another lawful basis that has been clearly explained to you.

You are responsible for ensuring that you have the necessary rights and permissions to provide artwork and personal information to us for the requested work, including where an artwork depicts another identifiable person.

6. Marketing

We may send you marketing where you have consented or where the law otherwise permits us to do so. You can opt out at any time by using the unsubscribe link in an email or contacting us at info@artcharter.co.uk.

We may retain a minimal suppression record so that we can respect an opt-out request.

7. Cookies and similar technologies

Our website may use cookies and similar technologies. Cookies that are strictly necessary for the website or a service you request may be used without consent. We will ask for consent before placing non-essential cookies, such as analytics or advertising cookies, where required by law.

You can change or withdraw your cookie choices through **Complainz banner**. For details of the cookies actually used, their providers, purposes and durations, see our **Cookie Policy in footer website**.

8. Who we share personal information with

Where necessary, we may share information with:

- payment processors and banks;
- website, hosting, cloud-storage, email and IT-support providers;
- accounting, bookkeeping and business-software providers;
- couriers, postal operators, fulfilment providers and other delivery partners;
- specialist production partners or subcontractors involved in fulfilling an order;
- professional advisers, including accountants, insurers and lawyers;
- regulators, law-enforcement bodies, courts, HM Revenue & Customs or other authorities where required; and
- a prospective buyer, investor or adviser in connection with a proposed sale, restructuring or transfer of our business, subject to appropriate confidentiality safeguards.

These recipients receive only the information reasonably necessary for their role. Service providers that process information for us must protect it and act in accordance with our instructions and applicable law.

We do not sell personal information.

9. International transfers

Some service providers may store or access personal information outside the United Kingdom. Where information is transferred internationally, we take steps required by UK data protection law, which may include relying on UK adequacy regulations or approved contractual safeguards, together with additional protections where appropriate.

You may contact us for further information about the safeguard used for a particular transfer.

10. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, tax, warranty, dispute-resolution and security requirements.

Our usual retention approach is:

- quotations that do not proceed: **12 months**;
- customer, order, invoice and accounting records: normally **six years after the end of the relevant financial year**, unless a longer period is required;
- completed artwork and production files: **24 months** after completion or last order, unless a longer archive has been agreed with you;
- physical originals, proofs and uncollected items: **3 months**, subject to any separate terms agreed with you;
- routine enquiries and correspondence: **2 years** after the matter is closed;
- marketing information: until you opt out, consent is withdrawn or the information is no longer needed, with periodic review; and
- cookie and analytics information: for the periods stated in the cookie settings panel or Cookie Policy.

We may keep information longer where needed for a complaint, legal claim, regulatory enquiry or to establish, exercise or defend legal rights. When information is no longer required, we delete it securely or anonymise it.

11. Your data protection rights

Depending on the circumstances, you may have the right to:

- be informed about how your personal information is used;
- request access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to erase your information;
- ask us to restrict how we use your information;
- object to processing based on legitimate interests and object at any time to direct marketing;
- receive certain information in a structured, commonly used and machine-readable format and ask us to transfer it to another organisation; and
- withdraw consent at any time where processing is based on consent.

Some rights are subject to legal conditions and exemptions. We may ask for information to verify your identity before acting on a request. You will not normally have to pay a fee, and we normally respond within one month.

To exercise a right, contact pmcl@artcharter.co.uk or write to the address in section 1.

12. Automated decision-making

We do not currently use personal information to make solely automated decisions that produce legal or similarly significant effects. If this changes, we will update this policy and provide the information required by law.

13. Security

We use appropriate technical and organisational measures designed to protect personal information against accidental or unlawful loss, alteration, disclosure, access or destruction. Access is limited to people and service providers that need the information for legitimate business purposes.

No internet or storage system is completely secure. If you believe information you have provided to us has been compromised, please contact us promptly.

14. Links to other websites

Our website may link to websites operated by other organisations. Their handling of personal information is governed by their own privacy policies, and we are not responsible for those websites.

15. Children

Our services are not directed at children, and we do not knowingly collect personal information directly from children without appropriate authorisation. If you believe a child has provided personal information to us, please contact us.

16. Complaints

Please contact us first if you have a concern about how we use your information, so that we can try to resolve it.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK regulator for data protection:

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

Telephone: 0303 123 1113

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

17. Changes to this policy

We may update this policy when our services, suppliers or legal obligations change. The latest version will be published on our website with its updated date. Where a change materially affects how we use personal information, we will take reasonable steps to bring it to the attention of affected individuals before the new use begins.