

## **PRIVACY STATEMENT - Crafty Wee Birdie Gift Shop**

**UPDATED 22/5/18**

*we are committed to maintaining the trust and confidence of our visitors to our web site. In particular, we want you to know that innocent is not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. But just in case you don't believe us, in this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.*

### **SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?**

When you purchase something from our store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.

Email marketing (if applicable): With your permission, we may send you emails about our store, new products and other updates.

If you are a crafter or designer that sells your work within our store we will hold your name, address, email, phone number and bank details to allow us to contact you with details of sales or customer orders. These will be stored in a secured area and managed accordingly.

### **SECTION 2 - CONSENT**

How do you get my consent?

When you provide us with personal information to complete a transaction, verify your credit card, place an order, agree to sell within our store, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

How do I withdraw my consent?

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at [craftyweebirdie@btinternet.com](mailto:craftyweebirdie@btinternet.com) or mailing us at:

Iona Hampson, The Crafty Wee Birdie Gift Shop, Nairn, IV12 4DB

### **SECTION 3 - DISCLOSURE**

We may disclose your personal information if we are required by law to do so or if you violate our Terms of Service.

### **SECTION 4 - Sales or orders through ETSY, FACEBOOK or INSTAGRAM**

If you shop with Crafty Wee Birdie through Etsy here is a link to their Terms of use. <https://www.etsy.com/uk/legal/terms-of-use> <https://www.etsy.com/uk/legal/terms-of-use>

If you are invoiced using PAYPAL here is a link to their Terms of use. <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>

If you contact us to complete a sale or order through FACEBOOK here is a link to their Terms of use. [https://www.facebook.com/about/privacy/update?ref=old\\_policy](https://www.facebook.com/about/privacy/update?ref=old_policy)

If you contact us to complete a sale or order through INSTAGRAM here is a link to their terms of use. [https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content)

### **SECTION 5 - THIRD-PARTY SERVICES**

When someone visits [www.craftyweebirdie.co.uk](http://www.craftyweebirdie.co.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### **SECTION 6 - MAILING LIST**

If you sign up to our mailing list we collect personal information that you enter on the sign up form. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general

mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer Iona Hampson - craftyweebirdie@btinternet.com

## **SECTION 7 - SECURITY**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. Although no method of transmission over the Internet or electronic storage is 100% secure, we follow all PCI-DSS requirements and implement additional generally accepted industry standards.

## **SECTION 8 - CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. 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.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

## **SECTION 9 -Information Sharing and Disclosure**

Information about our customers is important to our business. We share your personal information for very limited reasons and in limited circumstances, as follows:

**Service providers.**

We engage certain trusted third parties to perform functions and provide services to my shop, such as delivery companies. We will share your personal information with these third parties, but only to the extent necessary to perform these services.

**Business transfers.**

If we sell or merge my business, we may disclose your information as part of that transaction, only to the extent permitted by law.

## **SECTION 10 - Compliance with laws.**

We may collect, use, retain, and share your information if we have a good faith belief that it is reasonably necessary to:

- (a) respond to legal process or to government requests;
- (b) enforce my agreements, terms and policies;
- (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or
- (d) protect the rights, property, and safety of our customers, or others.

## **SECTION 11 - Data Retention**

We retain your personal information only for as long as necessary to provide you with my services and as described in this Privacy Policy. However, we may also be required to retain this information to comply with our legal and regulatory obligations, to resolve disputes, and to enforce our agreements. We generally keep your data for the following time period: 4 years.

### **Transfers of Personal Information Outside the EU**

We may store and process your information through third-party hosting services in the US and other jurisdictions. As a result, we may transfer your personal information to a jurisdiction with different data protection and government surveillance laws than your jurisdiction. If we have to transfer information about you outside of the EU, we rely on Privacy Shield as the legal basis for the transfer, as Google Cloud is Privacy Shield certified.

## **SECTION 12 - Your Rights**

If you reside in certain territories, including the EU, you have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below:

### **SECTION 13 - Access.**

You may have the right to access and receive a copy of the personal information we hold about you by contacting me using the contact information below.

### **SECTION 14 - Change, restrict, delete.**

You may also have rights to change, restrict our use of, or delete your personal information. Absent exceptional circumstances (like where we are required to store data for legal reasons) we will generally delete your personal information upon request.

## **SECTION 15 - Object.**

You can object to

- (i) our processing of some of your information based on our legitimate interests and
- (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.

## **SECTION 16 - Complain.**

If you reside in the EU and wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

## **SECTION 17 - QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact our Privacy Compliance Officer at [craftyweebirdie@btinternet.com](mailto:craftyweebirdie@btinternet.com) or by mail at

Privacy Compliance Officer  
Crafty Wee Birdie Gift Shop  
115 High Street The Brae  
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