



Privacy Policy

This Privacy Policy describes how and when I collect, use, and share information when you purchase an item from me, contact me, or otherwise use my services through www.petalsandpastures.co.uk, [Etsy.com](https://www.etsy.com), [numonday.com](https://www.numonday.com) or [amazonhandmade.com](https://www.amazonhandmade.com) or its related sites and services.

This Privacy Policy does not apply to the practices of third parties that I do not own or control, including Etsy, Facebook, Instagram, numonday, Amazon, Paypal, Royal Mail or any other third party services. You can refer to the third party privacy policies on their websites to learn more about their privacy practices.

Information I Collect

To fulfil your order, you must provide me with certain information (which you authorised selling platforms to provide to me), such as your name, email address, postal address, payment information, and the details of the product that you're ordering. You may also choose to provide me with additional personal information (for a custom order of a family tree frame or heart map frames for example), if you contact me directly.

I have no access to and do not store any payment details such as bank and card details, this is something the above third party services hold and process.

Why I Need Your Information and How I Use It

I rely on a number of legal bases to collect, use, and share your information, including:

- as needed to provide my services, such as when I use your information to fulfil your order, to settle disputes, or to provide customer support.
- if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law; and
- as necessary for the purpose of my legitimate interests, if those legitimate interests are not overridden by your rights or interests, such as 1) providing and improving

my services. I use your information to provide the services you requested and in my legitimate interest to improve my services; and 2) Compliance with the Etsy Seller Policy and Terms of Use. I use your information as necessary to comply with my obligations under the Etsy Seller Policy and Terms of Use.

Information Sharing and Disclosure

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

- Etsy. I share information with Etsy as necessary to provide you my services and comply with my obligations under both the Etsy Seller Policy and Etsy Terms of Use.
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- Petalsandpastures.co.uk – I share information with Create hosting where necessary to provide you my services and collect your order and shipping information.
- Service providers and social media platforms - I engage certain trusted third parties to perform functions and provide services to my shop, such as delivery companies - Royal Mail and to operate my business through, such as Facebook and Instagram. I will share your personal information with these third parties, but only to the extent necessary to perform these services.
- Compliance with laws. I may collect, use, retain, and share your information if I 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 my customers, or others.

Data Retention

I retain your personal information only for as long as necessary to provide you with my services and as described in my Privacy Policy. However, I may also be required to retain this information to comply with my legal and regulatory obligations, to resolve disputes, and to enforce my agreements. I generally keep your data for the following time period: 7 years.

All hard copies of any data, including postage receipts, and information collected in my order book, will be stored in a key locked cabinet within my locked office. Postage receipts are kept for reference should any problems arise with deliveries, as well as for accounting purposes.

When any confidential data is to be disposed of, I use a cross cut shredder.

Any digital data is stored on my PC which is password protected, only accessible through the platforms stated above. I also have various apps on my phone, for example, Etsy, so I can access orders and contact you on the go.

Photographic data

I mainly create personalised items where sometimes your photos may be included, such as our bridesmaid frames. Once I have printed your photo, I delete this from my PC and from my messages or emails wherever it is sent to.

Customers regularly post photos of their personalised items on social media platforms, I love being able to share these on my platforms too. I always ask for consent before I do so. For advertisement and promotion, I also share photos of completed items on my Facebook and Instagram pages. I always have and will ask the customer prior to sharing and if required I will blur out any personal information on the photo, such as names or dates etc.

Petals & Pastures own the rights to the designs and the photos.

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. I describe these rights below:

- Access. You may have the right to access and receive a copy of the personal information I hold about you by contacting me using the contact information below.
- Change, restrict, delete. You may also have rights to change, restrict my use of, or delete your personal information. Absent exceptional circumstances (like where I am required to store data for legal reasons) I will generally delete your personal information upon request.
- Object. You can object to (i) my processing of some of your information based on my legitimate interests and (ii) receiving marketing messages from me after providing your express consent to receive them. In such cases, I will delete your personal information unless I have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.
- Complain. If you reside in the EU and wish to raise a concern about my 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

How to Contact Me

For purposes of EU data protection law, I, Kerry Sula, am the data controller of your personal information. If you have any questions or concerns, you may email me at kerry@petalsandpastures.co.uk.

This privacy policy was completed by myself, Kerry Sula of Petals & Pastures on the 23rd May 2018 and is up to date with the newest EU, GDPR regulations. The policy will be reviewed on a yearly basis.