

## **PRIVACY POLICY**

At Handmade in Britain Ltd and Handmade Online Ltd, we recognise that privacy and security is a major concern. We have therefore set out below the guidelines we use for protecting your personal information. Please read this Privacy Policy carefully and check it periodically since it may change from time to time.

### **Purpose of policy**

We are committed to protecting your personal information and being transparent about what information we hold about you.

Using personal information allows us to develop a better understanding of our customers and in turn to provide you with relevant and timely information about the work that we do - both online and our shows.

The purpose of this policy is to give you a clear explanation about how we collect and use the information we collect from you directly and from third parties.

We use your information in accordance with all applicable laws concerning the protection of personal information. This policy explains:

- What information we may collect about you
- How we may use that information
- In what situations we may disclose your details to third parties
- Our use of cookies to improve your use of our website
- Information about how we keep your personal information secure, how we maintain it for and your rights to be able to access it

If you have any queries about this policy, please contact the Data Protection Officer at [customerservices@handmadeinbritain.shop](mailto:customerservices@handmadeinbritain.shop)

### **Information collection**

We collect various types of information and in several ways:

#### Information you give us

For example, when you register on our website, either as a buyer or a seller, we'll store personal information you give us such as your name, email address, postal address, telephone number. We will also store a record of your purchases.

#### Information about your interactions with us

For example, when you visit our website, we collect information about how you interact with our content and ads. When we send you a mailing we store a record of this, and in the case of emails we keep a record of which ones you have opened and which links you have clicked on.

#### Information from third parties

We occasionally receive information about you from third parties. For example, we may use third party research companies to provide general information about you, compiled using publicly available data.

#### Sensitive personal data

Data Protection law recognises that certain categories of personal information are more sensitive such as health information, race, religious beliefs and political opinions.

We do not usually collect this type of information about our patrons unless there is a clear reason for doing so.

### **Legal basis**

There are three bases under which we may process your data:

Contract purposes

When you make a purchase from us or you want to sell through one of our shows or website, you are entering into a contract with us. In order to perform this contract, we need to process and store your data. For example, we may need to contact you by email or telephone in the case of cancellation of a show, or in the case of problems with your payment.

#### Legitimate business interests

In certain situations, we collect and process your personal for purposes that are in our legitimate organisational interests. However, we only do this if there is no overriding prejudice to you by using your personal information in this way. We describe below all situations where we may use this basis for processing.

#### With your explicit consent

For any situations where the two bases above are not appropriate, we will instead ask for your explicit consent before using your personal information in that specific situation.

### **Marketing communications**

We aim to communicate with you about the work that we do in ways that you find relevant, timely and respectful. To do this we use data that we have stored about you, such as what events you have booked for in the past, as well as any preferences you may have told us about.

We use our legitimate organisational interest as the legal basis for communications by post and email. In the case of postal mailings, you may object to receiving these at any time using the contact details at the end of this policy. In the case of email, we will give you an opportunity to opt out of receiving them during your first purchase with us. If you do not opt out, we will provide you with an option to unsubscribe in every email that we subsequently send you, or you can alternatively use the contact details at the end of this policy.

We may also contact you about our work by telephone however we will always get explicit consent from you before doing this. Please bear in mind that this does not apply to telephone calls that we may need to make to you related to your purchases.

### **Other processing activities**

In addition to marketing communications, we also process personal information in the following ways that are within our legitimate organisational interests:

We may analyse data we hold about you to ensure that the content and timing of communications that we send you are as relevant to you as possible.

We may analyse data we hold about you in order to identify and prevent fraud.

In order to improve our website we may analyse information about how you use it and the content and ads that you interact with.

We may use profiling techniques or third party wealth screening and insight companies to provide us with information about you that will help us to communicate in a relevant way with you, in particular when we are approaching you about potential philanthropic support. Such information is compiled using publicly available data about you.

In all of the above cases we will always keep your rights and interests at the forefront to ensure they are not overridden by your own interests or fundamental rights and freedoms. You have the right to object to any of this processing at any time. If you wish to do this, please use the contact details at the end of this policy. Please bear in mind that if you object this may affect our ability to carry out tasks above that are for your benefit.

### **Third parties**

There are certain circumstances under which we may disclose your personal information to third parties. These are as follows:

To the subsidiaries described above when it is necessary for them to be able to provide you with products or services that you've requested.

To our own service providers who process data on our behalf and on our instructions (for example our logistics delivery company). In these cases we require that these third parties comply strictly with our instructions and with data protection laws, for example around security of personal data.

Where we are under a duty to disclose your personal information in order to comply with any legal obligation (for example to government bodies and law enforcement agencies).

## **Cookies**

Cookies are small text files that are automatically placed onto your device by some websites that you visit. They are widely used to allow a website to function (for example to keep track of your basket) as well to provide website operators with information on how the site is being used.

Please note: to make full use of handmadeinbritain.co.uk and to benefit from certain personalised features, your computer, tablet or mobile phone will need to be set up to accept cookies.

The handmadeinbritain.co.uk website (like many other shopping websites) will not work when cookies are blocked.

- handmadeinbritain.co.uk uses cookies to provide you with the best user experience possible, without them we wouldn't be able to do things such as remember your preferences or enable you to store products in your basket. The cookies we use don't store sensitive information such as your name, address or payment details and they can't harm your computer.
- The data we collect through these cookies is solely for the purpose of enhancing our website and your browsing experience – it is never used to identify you and we would never share or sell on this data.

What is a cookie? A cookie is a small text file which is downloaded and stored on your computer or mobile device by websites that you visit. Where cookie technology is not available, an anonymous identifier may be used. An anonymous identifier is a random string of characters used for the same purposes as a cookie. Your browser accesses the cookie file only when you visit the website that generated it. This helps to ease your navigation by automatically logging you in and remembering things like your preferences and what's in your shopping basket.

Cookies allow sites like handmadeinbritain.co.uk to deliver you a personalised shopping experience. The information stored within any given cookie can only be accessed by the website that created it and cookies are limited to communicating only the information that you have disclosed to the site.

Sharing with social networks If you use the buttons that allow you to share products and content with your friends via social networks like Twitter and Facebook, these companies may set a cookie on your computer memory. Find out more about these here: <https://www.facebook.com/about/privacy/>  
<http://twitter.com/privacy>  
<https://www.instagram.com/about/legal/terms/api/>  
<http://www.google.com/intl/en-GB/policies/privacy/>

Managing cookies: If cookies aren't enabled on your computer, it will mean that your shopping experience on our website will be limited to browsing and researching; you won't be able to add products to your basket or buy them. To enable and manage cookies, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

## **Your debit and credit card information**

If you use your credit or debit card to purchase from us, we will ensure that this is carried out securely and in accordance with the Payment Card Industry Data Security Standard (PCI-DSS).

We DO NOT store your card details for use in a future transaction. This is carried out in compliance with PCI-DSS and in a way where none of our staff members are able to see your full card number. We never store your three or four digit security code.

### **Maintaining your personal information**

We store your personal information indefinitely such that for any subsequent purchases you make we are able to link them back to a single unique record that we hold for you on our system.

If there are aspects of your record that are inaccurate or that you would like to remove, you can usually do this by logging in to your account through our website. Alternatively please use the contact details at the end of this policy.

Any objections you make to any processing of your data will be stored against your record on our system so that we can comply with your requests.

### **Security of your personal information**

We will put in place appropriate safeguards (both in terms of our procedures and the technology we use) to keep your personal information as secure as possible. We will ensure that any third parties we use for processing your personal information do the same.

### **Your rights to your personal information**

You have a right to request a copy of the personal information that we hold about you and to have any inaccuracies in this data corrected. Please use the contact details at the end of this policy if you would like to exercise this right.

### **Contact details and further information**

Please get in touch with us if you have any questions about any aspect of this privacy policy, and in particular if you would like to object to any processing of your personal information that we carry out for our legitimate organisational interests.

Handmade in Britain Ltd / Handmade Online Ltd  
Unit 10  
Old Paradise Yard  
20 Carlisle Lane  
London SE1 7LG

customerservices@handmadeinbritain.shop  
piyush@handmadeinbritain.co.uk

Last amended 22 May 2018