

# Privacy Policy

## Fishy Inspirations

### 1. Aims:

1.1 To safeguard the privacy of our customers and website visitors;

1.2 To limit the amount of personal data that we hold to the bare minimum necessary for the operation of the business. This to include:

- Necessary details for the completion of sales and delivery to the purchasing customers
- Necessary details for the fair running of any competitions that we run, including entrant details for the distribution of prizes
- Necessary details for any distribution lists, which will only include people who have voluntarily consented to their emails being stored for the purpose of receiving information on our products
- Voluntary information freely offered by our customers, for example reviews of our products, suggestions for future products, recommendations that have been agreed to in order to help with promoting our products
- Where enquiries are made, the details of these will only be kept on file until either the request has been met or we have ascertained that we would not be able to fulfil it.

1.3 We will not voluntarily disclose any person's information to a third party except where necessary for the operation of our business or at the person's own request, e.g. if they wish to look at a range of products created by an artist or craftsperson of our acquaintance.

1.4 At this time, the only cookies that we use on our website are PayPal shopping trolley buttons - so as to be able to process customer orders - and the traffic analytical cookies used by our host server to provide information about site traffic. These are considered essential cookies and are operated independently by our payment service providers and our host server. If other, non-essential cookies are ever introduced, you will be asked to agree to their use when you first visit the site.

We also use Google Analytics. Google Analytics gathers information about the use of our website by means of cookies. The information gathered is used to create reports about the use of our website. You can find out more about Google's use of information by visiting <https://www.google.com/policies/privacy/partners/> and you can review Google's privacy policy at <https://policies.google.com/privacy>.

## 2. The personal data that we collect

2.1 Sales: This to include your name, email address, telephone number and postal address. The purpose of this is to ensure that each transaction is completed smoothly and the goods ordered delivered safely. Email and telephone details will only be used for necessary communication, e.g. in regard to delivery details or to clarify details of any personalised products.

Payment details will be handled through PayPal or, if requested, credit card processing companies such as Izettle. We will not independently store any of your card or other payment details.

2.2 Competitions: This to include your name, email address, telephone number and postal address. The purpose of this is to ensure the fair running of any competitions that we hold, including the distribution of prizes afterwards.

2.3 Distribution lists: This to include your name and email address ONLY if you have agreed to or requested details of promotions or products involved in direct marketing.

In relation to direct marketing, we may process contact data for the purposes of creating, targeting and sending direct marketing communications by email, SMS or post. We will not use telephone canvassing since we believe it to be an unwarranted intrusion into people's personal lives. The legal basis for this processing is consent and our legitimate interests, namely promoting our business and communicating marketing messages and offers to our website visitors and service users.

2.4 Voluntary information: Where this is freely offered by our customers, we will agree with them the use to which they are put. This may include:

- **promotions** where we publish positive reviews of our products
- **suggestions** for future products which we keep on file while investigating their potential
- **recommendations** that we may publish in order to help us with promoting our products
- **anything not covered by the above** will be subject to our agreeing with the contributing person exactly what is to be done with the information.

2.5 We may process information contained in or relating to any electronic communication that you send to us or that we send to you – '**communication data**'. This may include the communication content and metadata associated with the communication. It will only be used to process your request or enquiry.

2.6 We may process data about your use of our website and services, e.g. when you purchase goods from us electronically. This is categorized as '**usage data**'. The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is automatically analysed by our analytics tracking system and not held independently by us. It is used only in the form of statistics and graphs that

inform us about our site traffic, e.g. to give us an indication as to the popularity of our products and the success of our promotions.

- 2.7 The legal basis for this processing is our legitimate interests, namely communications with our website visitors, service users, individual customers and customer personnel, the maintenance of relationships, and the proper administration of our website, services and business.
- 2.8 **Security** - We may process your personal data for the purposes of security and the prevention of fraud and other criminal activity. The legal basis of this processing is our legitimate interests, namely the protection of our website, services and business, and the protection of others.
- 2.9 **Legal claims** - We may process your personal data where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.
- 2.10 **Legal compliance and vital interests** - We may also process your personal data where such processing is necessary for compliance with a legal obligation to which we are subject or in order to protect your vital interests or the vital interests of another natural person.

### **3. Providing your personal data to others**

- 3.1 We will not voluntarily disclose any person's information to a third party except at the person's own request, e.g. if they wish to look at a range of products created by an artist or craftsman of our acquaintance. The only exceptions to this will be the processing of transactions and for legal reasons as specified below.
- 3.2 Financial transactions relating to our products will be handled by our payment services providers. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding such payments and dealing with complaints and queries relating to such payments and refunds.
- 3.3 In addition to the specific disclosures of personal data set out in this Section, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise, or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

### **4. Your rights**

- 4.1 In this Section, we have listed the rights that you have under data protection law.

4.2 Your principal rights under data protection law are:

- (a) **the right to access** - you can ask for copies of your personal data;
- (b) **the right to rectification** - you can ask us to rectify inaccurate personal data and to complete incomplete personal data;
- (c) **the right to erasure** - you can ask us to erase your personal data;
- (d) **the right to restrict processing** - you can ask us to restrict the processing of your personal data;
- (e) **the right to object to processing** - you can object to the processing of your personal data;
- (f) **the right to data portability** - you can ask that we transfer your personal data to another organisation or to you;
- (g) **the right to complain to a supervisory authority** - you can complain about our processing of your personal data; and
- (h) **the right to withdraw consent** - to the extent that the legal basis of our processing of your personal data is consent, you can withdraw that consent.

4.3 These rights are subject to certain limitations and exceptions. You can learn more about the rights of data subjects by visiting <https://www.gov.uk/government/publications/data-protection-rights-for-data-subjects/data-protection-rights-for-data-subjects>

4.4 You may exercise any of your rights in relation to your personal data by writing to me at my email address, namely Martyn.green1@tiscali.co.uk

## 5. Managing cookies

5.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- (a) <https://support.google.com/chrome/answer/95647> (Chrome);
- (b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);
- (c) <https://help.opera.com/en/latest/security-and-privacy/> (Opera);
- (d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);
- (e) <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac> (Safari); and
- (f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

- 5.2 Blocking all cookies will have a negative impact upon the functionality of many websites.
- 5.3 If you block all cookies, you may not be able to use all of the features on our website.

## **6. Amendments**

- 6.1 We may update this policy from time to time by publishing a new version on our website.
- 6.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

## **7. Our details**

- 7.1 This website is owned and operated by Martyn Lindsey Green.
- 7.2 You can contact us:
  - (a) by telephone, on 07704 602180
  - (b) by email, using the email address [Martyn.green1@tiscali.co.uk](mailto:Martyn.green1@tiscali.co.uk)