

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.

Please be assured that I am committed to ensuring your privacy is protected, and will ensure any data you provide will only be used in accordance with this privacy statement. This policy is effective from 08.11.2019.

## 1. Personal information I collect

To fulfil your order, you must provide me with certain information 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 wedding stationery, for example), if you contact me directly.

## 2. The Legal Base for Information Collection

The General Data Protection Regulations (May 2018) (EU) (known as GDPR 2018 throughout the rest of this Policy) requires that I explain the legal bases I rely on to collect, use, and share your personal information. This may include a buyer's affirmative consent to receive marketing messages, compliance with legal obligations, and a seller's use of the personal information in their legitimate interests (improving their services, for example). Throughout this privacy policy, I will explain where and why I rely on these different legal bases

### Why I Need Your Information and How I Use It

- 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;
- when you have provided your affirmative consent, which you may revoke at any time, such as by signing up for my mailing list;
- 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 UK 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 providing and improving my services
- I do keep one physical and digital sample of my clients work for photographic, portfolio and marketing purposes. I may also display samples at wedding fairs and events, or take them to client consultations. However, I won't ever send out examples of your designs to prospective clients as samples, instead, I use stock samples of completely made up people/events for that! If you do not want us to use your artwork for any future marketing activity, then please do let us know.

### 3. The third parties with whom I may share personal information

The GDPR (2018) requires that I disclose the details of any personal information I share with third parties.

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

- Service providers. I engage certain trusted third parties to perform functions and provide services to my shop, such as delivery companies and printing companies - for example the Royal Mail, DPD or Printed.com. I will share your personal information with these third parties, but only to the extent necessary to perform these services.
- Business transfers. If I sell or merge my business, I may disclose your information as part of that transaction, only to the extent permitted by law.
- 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.

### 4. The length of time I keep personal information

The GDPR (2018) requires me to disclose the period of time during which I will store personal information.

## 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. The personal data you give me to fulfill your order - including any addresses, guest lists and wording for your stationery or business information - will be deleted by me 6 months after the final job completes. 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 - 6 years as this is required of me by the UK's Her Majesty's Customs and Revenue Service (HMRC)

5. If transferring personal information outside of Europe, how the transfer will be handled

GDPR (2018) requires me to disclose if you transfer personal information outside of the EU and the legal bases you rely on to do so, such as consent and contractual necessity.

The only circumstance in which I would transfer personal information out of the European Union would be for delivery purposes through trustworthy services such as the Royal Mail or UPS or similar postal services.

6. Buyers' rights regarding my use of your personal information and my contact details

## 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. Apart from 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, Gemma Hooker, am the data controller of your personal information. If you have any questions or concerns, you may contact me at [hello@dreamwildweddings.co.uk](mailto:hello@dreamwildweddings.co.uk)