

# ZOE IN STITCHES PRIVACY POLICY



## **Our contact details**

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## **The type of personal information we collect**

We currently collect and process the following information:

- Name and email address
- Financial information such as credit/debit card numbers. This is securely collected by our payment processing partners. We never have access to your payment information
- IP address (automatically collected)

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You sign up to receive regular newsletters or updates that we think are relevant to you. Sign up may occur directly through the website or at in person events.
- You purchase an item through our website.
- You create a contract with us by purchasing classes (physical or online) through our website.
- You contact us through our website or request information about products/classes.

We use the information that you have given us in order to:

- Providing newsletters/updates when you sign up to our mailing list. You may unsubscribe at any time by clicking the 'unsubscribe' link at the bottom of emails received.
- Supplying our products and services to you.
- Replying to requests for information from you.
- Analysing your use of our website to improve user experience.

We may share this information with third parties to supply our products and services, for example mailing list sign up, payment processing or delivery of goods.

To deliver online classes, we provide you with links to our content on third party video streaming services. We have no control over these websites and are only responsible for the content we produce and upload for your personal use.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent. You are able to remove your consent at any time. You can do this by contacting [zoe@zoeinstitches.co.uk](mailto:zoe@zoeinstitches.co.uk).**

**(b) We have a contractual obligation.**

**(c) We have a legal obligation.**

**(d) We have a vital interest.**

**(e) We have a legitimate interest.**

## **How we store your personal information**

Your information is securely stored digitally through our website or password documents. In the case of in-person sign up, this information is locked away until it is entered onto our website.

We keep names and email addresses used to sign up until you decide to unsubscribe. We keep other data for as long as we need it to fulfil our contract/obligation to you. We will then dispose your information by deleting digital data or shredding physical documents containing personal information.

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [zoe@zoeinstitches.co.uk](mailto:zoe@zoeinstitches.co.uk) if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us [zoe@zoeinstitches.co.uk](mailto:zoe@zoeinstitches.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>