

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 Etsy.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 or any third party services you access through Etsy.

You can access Etsy's Privacy Policy here: <https://www.etsy.com/legal/privacy> and their digital data collection policy here: <https://www.etsy.com/legal/cookies>

### Information Collected

To fulfil your order, you authorise Etsy to provide me with 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 if you contact me directly. Etsy also provides anonymised statistical analysis to help me improve my shop.

Neither Etsy or PayPal share any of your financial details with me. Etsy tells me how much you have paid, and whether you used Etsy Payments or PayPal. I have no access to card or bank details.

This shop is linked to Google Analytics which shares anonymised statistics about the interest and activity on this page.

PayPal's privacy policy: <https://www.braintreepayments.com/en-gb/legal/braintree-privacy-policy>

### Google Analytics privacy

policy: <https://support.google.com/analytics/answer/6004245?hl=en>

### Legal Bases

There are specific legal reasons for collecting, using and sharing your information within the context of Etsy transactions:

- data is processed as necessary to provide my services, such as when I use your information to fulfil your order, settle disputes or provide customer support
- when you have provided your affirmative consent, which you may revoke at any time
- 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
- as necessary for the purpose of my legitimate interests, if those legitimate interests are not overridden by your rights or interests. I use your information to provide the services you requested, and in my legitimate interest to improve my services. 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 my services to you and comply with my obligations under both the Etsy Seller Policy and Etsy Terms of Use.
- Service providers, such as Royal Mail. I use trusted courier services to deliver your purchases (usually Royal Mail). I will share your personal information (name and postal

address) with these third parties, but only to the extent necessary to complete your delivery. You can access Royal Mail's privacy policy here: <https://www.royalmail.com/privacy-notice>

- Compliance with laws. I may collect, use, retain, and share your information if it is necessary, in order 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
  - (d) protect the rights, property, and safety of my customers, or others

#### Transfers of Personal Information Outside the EU

Etsy and PayPal are both based outside the EU, meaning that I need to store and process your information through third-party hosting services in the US and other jurisdictions. As a result, your personal information is transferred to a jurisdiction with different data protection and government surveillance laws than your jurisdiction. Both Etsy and PayPal have updated their policies in order to comply with GDPR regulations.

#### Data Retention

I retain your personal information in order to provide you with my services. After this time, I am required to retain this information in order to comply with my legal and regulatory obligations (such as tax purposes), to resolve disputes and to enforce my agreements.

I generally keep your data for the following time period: 6 years.

#### 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 (for example 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, Rachel Moffat, am the data controller of your personal information. If you have any questions or concerns, you may contact me at [rachelmoffat \[!at\] live.co.uk](mailto:rachelmoffat@live.co.uk).