

# **Spiffing Image Privacy Policy**

All of our policies, listed below, are available on our website [www.spiffingimage.co.uk](http://www.spiffingimage.co.uk)

- Terms and Conditions of Sale Policy
- Deliveries Policy
- Returns Policy
- Cookies Policy
- Privacy Policy

## **Our contact details**

Name: Andrew Knaggs and Sally Whitear

Address: Spiffing Image, 25 Ryder Close, Hertford, SG13 7SG

Phone Number: 01992 731398

E-mail: [office@spiffingimage.co.uk](mailto:office@spiffingimage.co.uk)

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

To be able to fulfil your order we currently collect and process the following information:

- Your name
- Your email address
- Your postal address
- Payment information
- Telephone number
- Information for personalisation of products (this may include photographs)

## **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:

- To enable us to produce personalised products
- To enable us to process payments
- To enable us to communicate with you regarding the status of your order
- To enable us to arrange delivery of your order
- For marketing purposes – only with your consent

We also receive personal information indirectly, from the following sources in the following scenarios:

- When an order is placed via Etsy

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

- Enable us to produce personalised products
- Enable us to process payments
- Enable us to communicate with you regarding the status of your order
- Enable us to arrange delivery of your order
- For marketing purposes – only with your consent

We may share this information with the following organisations/individuals or for the following reasons:

- Delivery companies – to enable your order to be delivered to you
- Etsy – if an order is placed via our Etsy shop we will share information with Etsy as necessary to provide you our services and to comply with our obligations under both the Etsy Seller Policy and Etsy Terms of Use.
- Compliance with laws – we may collect, use, retain and share your information if we have a good faith belief that it is reasonably necessary to: (a) respond to legal process or to a government request; (b) enforce my agreements, terms and policies; (c) prevent, investigate and address fraud and other illegal activity, security and technical issues: or (d) protect the rights, property and safety of our customers, or others.

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

(a) Your consent – for example to join our mailing list. You are able to remove your consent at any time, you can do this by contacting [office@spiffingimage.co.uk](mailto:office@spiffingimage.co.uk)

(b) We have a contractual obligation – to be able to fulfill your order we will need to process personal information, provided by you, such as your name, address and any information for the personalisation of products, which may include photographs.

(c) We have a legitimate interest – where we use photographs of products on our website we obtain explicit consent from the individuals featured on the products or, in the case of children who are too young to give consent, we obtain explicit parental consent to use the images. We will never publish names or other identifying information alongside any images used. Consent can be withdrawn at any time by emailing [office@spiffingimage.co.uk](mailto:office@spiffingimage.co.uk)

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

Your information is securely stored in a cloud-based storage system.

We retain your personal information only for as long as necessary to provide you with our services and as described in our Privacy Policy. However, we may also be required to retain this information to comply with our legal and regulatory obligations, to resolve disputes and to enforce our agreements.

We typically keep the information, listed below, for 2 years. We will then dispose of your information by deleting the information from our secure cloud-based storage;

- Your name
- Your email address
- Your postal address
- Payment information
- Information for personalisation of products (this may include photographs)
- Your telephone number

## **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 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.

If you wish to make a request please contact us at:

Email: [office@spiffingimage.co.uk](mailto:office@spiffingimage.co.uk)

Telephone: 01992 731398

Post: Spiffing Image, 25 Ryder Close, Hertford, SG13 7SG

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at:

Email: [office@spiffingimage.co.uk](mailto:office@spiffingimage.co.uk)

Post: Spiffing Image, 25 Ryder Close, Hertford, SG13 7SG

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>

