

# Velvet Shaw Privacy Policy

## **Our contact details**

Name: Emma Halmshaw Trading as Velvet Shaw

Address: Old Orchard, South Milton, TQ7 3JZ

Phone Number: 07790 356963

E-mail: velvetshaw21@gmail.com

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

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics including
  - Name & Title,
  - Address
  - Telephone Number
  - Email address

## **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 offer and provide you with products and services.*

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

- *Send you relevant information about our products and services by email or by post*
- *Discuss our services and products directly with you*
- *Deliver an agreed project.*

We may on occasions pass your Personal Information to organisation outside of Velvet Shaw exclusively to process on our behalf, these organisations are called Data Processors. We require these parties to agree to process this information based on our instructions and requirements consistent with this Privacy Notice.

We do not pass on information gained from your engagement with us without a clear legal basis for doing so. However, we may disclose your Personal Information to meet legal obligations, regulations, or valid governmental request. Examples of people or places we share your

information with as part of the contractual arrangement, with your consent or as a legal obligation will be –

- Software Providers
- Website hosts and analytics providers including but not limited to Google Analytics
- Professional advisors and consultants.
- Authorities and regulatory bodies

Under the UK General Data Protection Regulation (UK 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 Emma Halmshaw via email or phone to the numbers on this policy document*

*(b) We have a contractual obligation.*

*(c) We have a legal obligation.*

*(d) We have a vital interest.*

*(e) We need it to perform a public task.*

*(f) We have a legitimate interest.*

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

Your information is securely stored.

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

In some circumstances we may anonymise your personal information so that it can no longer be associated with you, in which case we may use such information without further notice to you.

We will dispose your information by archiving from our day to day systems or deleting it from our digital records

## **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 Emma Halmshaw Old Orchard, South Milton, Devon, TQ7 3JZ, 07790 356963, [velvetshaw21@gmail.com](mailto:velvetshaw21@gmail.com) 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 at Emma Halmshaw Old Orchard, South Milton, Devon, TQ7 3JZ, 07790 356963, velvetshaw21@gmail.com

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>