

## Privacy Policy

This privacy policy outlines details of how we collect and process your personal data through your use of our site [www.annsmithart.com](http://www.annsmithart.com), including any information you may provide through our site when you purchase a product or service, sign up to our newsletter or take part in a prize draw or competition.

By providing us with your data, you warrant to us that you are over the age of 13 years of age.

Ann Smith Art is the data controller and we are responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice)

### Contact Details

Ann Smith trading as Ann Smith Art

Email address: [ann@annsmithart.com](mailto:ann@annsmithart.com)

Postal Address: Studio 17, Ashley Bank House, High Street, Langholm, Dumfriesshire, SCOTLAND DG13 0AN

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the information Commissioner’s Office (ICO), the UK supervisory authority for the data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We should be grateful if you would contact us first if you do have a complaint so that we can try and resolve it for you.

It is important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at [ann@annsmithart.com](mailto:ann@annsmithart.com)

If you do not wish us to process your data anymore, please contact us at [ann@annsmithart.com](mailto:ann@annsmithart.com)

## 1. WHAT DATA DO WE COLLECT ABOUT YOU

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process certain types of personal data about you as follows:

- Identity data may include your first name, maiden name, last name, username, marital status, title.
- Contact Data may include your billing address, delivery address, email address and telephone numbers.
- Financial Data may include your bank account and payment card details
- Transaction Data may include details about payments between us
- Technical Data may include your login data, internet protocol addresses, browser type and version, browser plug-in types and versions, time zone settings and location, operation system and platform and other technology on the devices you use to access this site
- Profile Data may include your username and password, purchases or orders, your interests, product reviews, comments, preferences, feedback and survey responses.
- Usage Data may include information about how you use our website, products and services.
- Marketing and Communications Data may include your preferences in receiving marketing communications from us and other third parties and your communication preferences.

We do not collect Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political options, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

Where we are required to collect personal data by law or under the terms of contract between us and you do not provide us with that data when requested, we may not be able to perform the contract i.e. if we deliver goods or services to you). If you don’t provide us with the requested data, we may have to cancel a product or service you have ordered. But if we do, we will notify you at the time.

## 2. HOW WE COLLECT YOUR PERSONAL DATA

We collect data about you through a variety of different methods including:

- Directly: You may provide data by filling in forms on our site or otherwise or by communications with us by post, phone, email or otherwise, including when you:
- Order our products or services;
- Create an account on our site;
- Subscribe to our services and newsletters.
- Request resources or marketing to be sent to you;
- Enter a competition, prize draw, promotion or survey;
- Or give us feedback
- Automated technologies or interactions: As you use our site, we may automatically collect technical data about your equipment, browsing actions and usage patterns. We collect this data by using cookies, server logs and similar technologies. Cookies are small text files the site can use to recognise repeat users and allow us to observe behaviour and compile aggregate data in order to improve our site for you. You can choose to accept or decline cookies. You can modify your browser security settings to block cookies, although modifying the cookie settings can alter the performance of our website.
- Third parties or publicly available sources: we may receive personal data about you from various third parties and public sources as set out below:
- Technical data from the following parties:
- Analytics providers such as Google based outside the EU;
- Contact information from Mailchimp and Shout Out as an automated marketing service provider based in the USA.
- Contact, financial and transaction data from providers of technical, payment and delivery services such as PayPal based in the USA and iZettle.
- Our store is hosted by WIX. They provide us with the online e-commerce platform that allows us to sell our products and services to you. Your data is stored through Wix's data storage, databases and the general WIX applications. They store your data on a secure server behind a firewall. All direct payment gateways offered by wix.com and used by our company adhere to the standards set by the PCI-DSS which helps to ensure the secure handling of credit card information by our store and its service providers.

## 3. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data:

- Where we need to perform the contract between us and for processing of orders and shipping
- Send you information on events and promotions via newsletters
- Send information regarding workshops/classes
- Where we need to comply with a legal and regulatory obligation.

Generally, we do not rely on consent as legal ground for processing your personal data, other than in relation to sending marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by emailing us at [ann@annsmithart.com](mailto:ann@annsmithart.com) or by unsubscribing from our newsletters.

## Marketing Communications

You will receive marketing communications from us if you have:

- Requested information from us or purchased goods or services from us; or
- If you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications; and
- And in each case, you have not opted out of receiving that marketing.

You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing us at [ann@annsmithart.com](mailto:ann@annsmithart.com)

Where you opt out of receiving our marketing communications, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions. We will not share your information with any other organisations for marketing, market research or commercial purposes and we do not pass your details onto other websites.

## 4. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the parties set out below:

Service providers who provide IT and system administration services

Professional advisors including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.

HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

## 5. INTERNATIONAL TRANSFERS

Countries outside of the European Area ( EEA) do not always offer the same level of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfers meets certain criteria.

Many of our third party service providers are outside of the European Economic Area so their processing of your information will involve transfer of data outside of the EEA.

Whenever we transfer your personal data out of the EEA, we do our best to ensure a similar degree of security of data by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission; or

- Where we use certain service providers , we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which gives personal data the same protection it has in Europe; or
- Where we use providers based in the United States, we may transfer data to them if they are part of the EU-US privacy Shield, which required them to provide similar protection to personal data shared between Europe and the US.

## **6. DATA SECURITY**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data, they will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator or a breach where we are legally required to do so.

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored on AES-26 encryption. Although no method of transmission over the internet or electronic storage is 100% secure, we follow all the PCI-DSS requirements and implement additional generally accepted standards.

## **7. HOW LONG DO WE STORE YOUR DATA FOR**

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

Participants have the right to access their stored data ( in your account), to rectify them if required. If you have signed up for email alerts , you can unsubscribe or change the settings at anytime by selecting the 'unsubscribe' link that appears in every email.

May 2018