

Penny Varley Ceramics  
5 Avon Avenue, Tysoe, Warwickshire. CV35 0SS  
Phone:01295 680700  
E-mail: pennyvarleyceramics@hotmail.com

## **PRIVACY POLICY**

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

We currently collect and process the following information:

- Name and contact details
- Email addresses
- Customer financial information
- Website user statistics
- Sales and order statistics

### **2. 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 fulfil your order
- To keep you updated about our business
- For bookkeeping

We use the information that you have provided in order to process and post your order (to you or a third party), to keep you updated via email, to telephone you in the event there is a problem with your order or to email you to inform you of our news.

We will not share this information with any third party unless lawfully required to do so.

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 Penny Varley at the address above.**

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

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

Your information is securely stored at 5 Avon Avenue, Tysoe, Warwickshire CV35 0SP.

We keep your email address for 12 months after your last purchase. We will then dispose of your information by purging our electronic records.

### **3. 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 Penny Varley Ceramics, 5 Avon Avenue, Tysoe, Warwickshire. CV35 0SS, email pennyvarleyceramics@hotmail.com or telephone 01295 680700.if you wish to make a request.

#### 4. How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at Penny Varley Ceramics, 5 Avon Avenue, Tysoe, Warwickshire. CV35 0SS or email pennyvarleyceramics@hotmail.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>