Diagram

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**Privacy Policy**

This version: February 2022

Our contact details

Name: Soap and Clay

Address: 13 Magdalene Street, Cambridge CB3 0AF

Phone Number: 01223 660627

E-mail: [naturallyhandmade@soapandclay.uk](mailto:naturallyhandmade@soapandclay.uk)

**What personal information we hold:**

We currently collect and process the following information:

Name and Contact details, previous purchases, data such as IP address and location provided via google analytics via our domain web provider WIX. We do not store financial information.

As a friend/follower of our Social Media outlets: Instagram and Facebook

Personal identifiers, contacts and characteristics (for example, name and contact details)

**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:

We receive information when customers or visitors to our site subscribe to us. Our contacts on our website enable a swifter transaction for our customers and give us the opportunity to share new products and offers

To the best of our knowledge we do not receive personal information indirectly by any other sources or scenarios.

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

To register you as a new customer when you place an order on our Website. Here we require personal information to perform our obligations under our contract with you.

Updating your account (e.g. such as a change of address or change in your marketing preferences)

**To process and deliver your order for products or services including:**

(a) Manage payments, fees and charges.

(b) Collect money owed to us.

(c) Performance of a contract with you.

(d) Necessary for our legitimate interests.

**To manage our relationship with you which will include:**

(a) Notifying you about changes to our terms or privacy policy

(b) Asking you to leave a review or take a survey.

Lawful basis for processing:

(a) Performance of a contract with you.

(b) Necessary to comply with a legal obligation.

(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services).

**To enable you to partake in a prize draw, event, competition or complete a survey**

(a) Performance of a contract with you

(b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)

**To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data). For example, we may need to process your personal information to keep your payment information safe and protect you against fraudulent transactions.**

(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security and prevent fraud.

(b) Necessary to comply with a legal obligation.

**To deliver relevant website content to you and measure or understand the effectiveness of the marketing we serve to you.**

(a) Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and inform our marketing strategy.

(b)To use data analytics to improve our website, products/services, marketing, customer relationships and experiences where it is necessary for our legitimate and your interests and fundamental rights do not override those interests. For example, we may at times use your personal information (such as your IP address) to measure the use of our websites by you and assess the effectiveness of our websites and improve the content of our websites.

(c) Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy.

(d)To make suggestions and recommendations to you about goods or services that may be of interest to you, or products and services that you ask us to send you information about, by email, post, mobile, telephone and/or through other digital means (depending on your stated preferences) including social media platforms.

(e) Necessary for our legitimate interests (to develop our products/services and grow our business)

(f) To carry out email marketing and send you marketing communications by email. Such communications will include information about the products, services, events, offers and promotions that we think will be of interest from time to time.

(g) Where you have expressly consented to receive such marketing communications or where we have another lawful right to do so.

**We will only use your personal data when the law allows us to and we will never sell your data to third parties.**

We may disclose your personal information if we are required to do so by law or requirement of a competent authority. In addition, we may disclose your information in order to comply with regulatory obligations such as if you have an adverse reaction to our products.

**We store your personal information**

We will only use your personal information for the purpose it has been provided, as appropriate, or where the processing of your personal information is necessary for the performance of a contract to which you are a party. We may also use this information in order to take required steps prior to entering into a contract with you, or as part of our necessary processing for legal purposes and/or legitimate business needs.

If at any point we decide that we wish to use your personal information for any purpose other than, or in addition to, the purpose(s) listed in this Privacy Notice, or that was stated at the time your personal information was collected (or a purpose compatible with the original purpose), we will notify you. To the extent that your consent is legally required we will only proceed with such use if we receive your consent with respect to such additional purposes.

**Data Security**

Your information is securely stored.

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. These include:

Technical tools: passwords and encryption, using industry best practices.

Organizational controls: confidentiality agreements, limiting access on a need-to-know basis, staff training and security clearances.

In addition to the above, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to access that data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We secure access to all transactional areas of our website ‘https’ technology.

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

Whenever we collect or process your personal data, we’ll only keep it for as long as is necessary for the purpose for which it was collected. At the end of that retention period, your data will be deleted. The retention period where we keep the personal data you give us for five years, following last purchase, so we can comply with our legal and contractual obligations.

**Your data protection rights**

Under data protection law, you have rights which include:

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.

Please contact us at: naturallyhandmade@soapandclay.co.uk 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 the above email address or to Soap & Clay, 13 Magdalene Street, Cambridge, CB3 0AF

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>