

Privacy Policy

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details).
- The rest of the data we process is either User, Technical or Marketing Data about how you use our website and any online services.

How we get the personal information and why we have it

Most of the personal information we process is either:

- provided by you through communication that you send to us;
- provided by you in relation to any purchase of goods and/or services, which we process to supply the goods and/or services.

Any User, Technical and Marketing Data we collect is obtained through your use of our website and any online services and we use it to deliver relevant website content and advertisements to you.

The lawful bases relied on for processing this information are:

- legitimate interest to enable us to properly grow our business, administer our business and our website, and/or
- the performance of a contract.

How we store your personal information

Your information is securely stored to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation.

We keep personal data 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.

For tax purposes the law requires us to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they stop being customers. We will then securely dispose your information.

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 penelopejamesart@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 penelopejamesart@gmail.com.

You can also complain to the ICO if you are unhappy with how we have used your data.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>