

1. Respecting your privacy:

- Lovingly Artisan and Artisansand.co are committed to compliance with privacy laws, which apply to its businesses and which set out standards for the management of personal information. This policy outlines our personal information management practices. Specifically:
- The kinds of personal information we collect and hold;
- How we collect and hold it;
- The purposes for which we collect, hold, use and disclose it;
- Your right to access and seek correction of it;
- How you may complain about privacy matters; and
- Our sharing of your personal information overseas.

There are some matters to which this policy does not apply. These are referred to below (see clause 10 below).

By registering or placing an order on this website, you consent to the collection, use and transfer of your information under the terms of this policy.

2. What kinds of personal information do we collect and hold?

- The personal information we collect, and hold is what is reasonably necessary for our business functions and activities. When we collect and hold personal information, it is of the following kinds:
- Your personal details such as your name, addresses, telephone numbers
- Your stated or likely preferences, for example whether you may be interested products or promotions.

3. How do we collect and hold personal information?

Collection of personal information: When we collect personal information about you, we do so by making a record of it.

We do this when:

- You communicate with us online;
- You take part in our promotions, competitions, testimonials, surveys
- We may ask you for information about yourself when you purchase bread or a workshop, when you enter competitions or register for promotions or when you request information or other information.
- We may also invite you to complete surveys or provide us with feedback.

For example, when making a booking, we may collect the following information:

Name

Contact information including e-mail address

Credit /debit card number, expiry date and 3-digit security number also known as CVC number (this information will not be retained)

Demographic information such as postcode, preferences and interests

Other information relevant to customer surveys and/or offers

Your e-mail address will be used to send out e-mail confirmation of your booking or a order confirmation. You will also be notified via e-mail of any special offers/promotions and newsletters should you choose to receive communications from us.

Should you wish to opt out of receiving marketing communications at any time please simply use the unsubscribe feature built into any communication sent to you or email info@lovinglyartisan.com

We may also collect personal information about you by accessing data from other sources and then analysing that data together with the information we already hold about you to learn more about your likely preferences and interests. When you visit our websites, social media pages or mobile applications or click on our advertisements on the online media of other companies, we may collect information about you using technology which is not apparent to you, for example "cookies".

Use of cookies on the Lovingly Artisan website

We do use cookies on our website to enhance your user experience with us. A cookie is a text file which contains information relating to your web journey and behaviour. It is stored in your web browser to enable us to personalise your experience next time you visit our website.

Cookies are extremely useful as they can quicken up the web journey for you and can also allow a website to recognise a user's device.

Listed below, is an outline of the cookies used on our website. If you would like any further information, we recommend the following source:

http://www.ico.gov.uk/for_organisations/privacy_and_electronic_communications/the_guide/cookies.aspx

Necessary cookies to allow your customer journey

Some cookies are essential to your web journey to enable to you to access secure parts of the website, this would include making an online booking, taking an e-payment or an online enquiry. Without cookies, you would be unable to do these purchases online.

Analytical tracking cookies to allow us to improve your experience

Our tracking cookies collect information anonymously about how you browse and use our website, what pages you visit, how you entered the site and where you left it. This data is anonymous and not specific to you yet helps us to make improvements to your web experience by identifying pages where more visitors may be exiting the website or where visitors may be struggling to find necessary information.

Marketing cookies to measure performance

Our marketing cookies allow us to measure the effectiveness of our online marketing campaigns, for example our email marketing. They collect data anonymously of general visit patterns and trends to understand the likes and dislikes of our consumers. They are also used to target you with relevant information specific to your browser activity and which pages you visit on the website.

Managing your cookies

You will be able to use the Help menu bar on most browsers to get information on how to block or prevent cookies. This will give you information on how to disable cookies altogether, however it should be noted that this will stop you being able to do simple e-commerce functions on the

Lovingly Artisan etc website and we strongly recommend that you leave your cookies enabled, so that we can continue to help evolve websites and your user experience.

For information about our use of this technology, click on this link to view our **Cookie Statement**.

Personal information we hold is generally stored in computer systems. These may be operated by us or by our service providers. In all cases, we have rigorous information security requirements aimed at eliminating risks of unauthorised access to, and loss, misuse or wrongful alteration of, personal information.

4. Why do we collect, hold, use and disclose personal information?

When we collect, hold and use your personal information, we do so primarily to sell and promote goods and services to you and to improve on the range of our offerings.

For example:

- To manage our relationship with you.
- To develop new ways to meet our customers' needs and to grow our business.
- To develop and carry out marketing activities
- To study how our customers' use products and services from us enabling us to promote goods and services to you in a way which may be of most interest to you.
- To assist in investigating your complaints and enquiries.

We may collect, hold, use and disclose your personal information for other purposes which are within reasonable expectations or where permitted by law. You may opt out of our direct marketing to you. Our direct marketing materials will tell you how to do this.

We may anonymise and aggregate your personal information. We may do this for use and disclosure of the anonymous data to determine preferences and shopping patterns. We share this anonymised data with our trusted partners to assist them in marketing products and services to you that are likely to be relevant to your interests and preferences.

Our Reasons For Doing This:

- Fulfilling Contracts
- Our Legitimate Interests
- Our Legal Duty

Our Legitimate Interests:

- Keeping our records up to date, working out which of our products and services may interest you and telling you about them.
- Seeking your consent when we need it to contact you
- Being efficient about how we fulfil our contractual and legal duties
- Developing products and services and what we charge for them
- Complying with the regulations that apply to us

5. How can you enquire about, access and correct your personal information?

Access to personal information: We will provide you with access to any of your personal information we hold (except in limited circumstances recognised by law). If you wish to access your personal

information or have an enquiry about privacy, please contact us info@lovinglyartisan.com or catherine@artisansand.co

Before we provide you with access to your personal information we may require some proof of identity. We may charge a reasonable fee for giving access to your personal information if your request requires substantial effort on our part.

Correction of personal information: If you need to correct your personal information, please contact us at one of the above contact points.

6. How can you complain about our management of personal information?

If you wish to complain about a breach of the privacy rules that bind us, you may contact us at one of the above contact points. We may ask you to put your complaint in writing and to provide details about it. We may discuss your complaint with our personnel and our service providers and others as appropriate.

We will investigate the matter and attempt to resolve it in a timely way. We will inform you in writing about the outcome of the investigation. If we do not resolve your complaint to your satisfaction and no other complaint resolution procedures are agreed or required by law, we will inform you that your complaint may be referred to the Information Commissioner's Office for further investigation and will provide you with the Commissioner's contact details.

7. Our sharing of your personal information overseas

It is our policy to require all of our overseas sharing of personal information to be done in a way which requires observance of strict privacy and security standards, both during transit and at the overseas destination. We may allow your personal information to be shared with those who are in countries other than your own location. We do this:

Where we have made a business decision to store our data with a trusted service provider who is in the business of providing data storage and processing services. Examples are those who store and process our email and mobile application data. These services commonly involve diverse geographic locations which change from time to time for reasons which include data protection and processing efficiency. Where these services are used by us, it is not practical for us to notify you of which country your personal information may be located in.

8. Security and Data Retention:

We employ security measures to protect your information from access by unauthorised persons and against unlawful processing, accidental loss, destruction and damage. We will retain your information for a reasonable period or as long as the law requires.

9. Updates

This privacy policy is current at the date below. We may change it periodically.

10. Other privacy terms and limits of this policy

This is a policy. There may be additional privacy notices and terms relevant to you depending on the nature of your dealings with us and on our businesses.

11. More information

More information about privacy law and privacy principles is available from the Information Privacy Commissioner's Office. The Information Commissioner's Office may be contacted at <https://ico.org.uk/> or by calling 0303 123 1113

Last update of this policy: March 2018