



PRIVACY POLICY rev. 2018

- ▶ I do not, and will not, sell your information to anyone.
- ▶ I do not, and will not, share your information with anyone – unless required to do so by law.
- ▶ Your information is securely stored via Mailchimp (or similar) for e-newsletters, in password-protected digital format, or in secure storage.
- ▶ I do not have access to your bank/card information. Payments are processed by you (cheques or internet payments), or by secure PayPal or similar service.
- ▶ Your personal information is collected in order that I can
 - Send you a newsletter
 - Update you on new pieces, or offers etc
 - Send you invitations to events and exhibitions
 - Process your orders
 - Fulfil a contract I may have with you for bespoke furniture
 - Contact you about furniture/woodworking courses and masterclasses
- ▶ Order and purchase information is kept indefinitely. This is to ensure that should a piece need repair /replacement/ matching pieces made, I know exactly how, when and with what it was made. This information is also kept for tax records.
- ▶ Analytics are used on my website (see addendum *), for instance so that I can tell which pages my customers visit most often. This information does not identify specific people. When you like, comment or message me via social media, I can see certain information about you depending on your own privacy settings and the specific app. This information is used only to
 - Answer your questions
 - Reply to you in conversation
 - Invite you to like, follow or share my page(s)
- ▶ You have the right to ask what information I hold about you and for a copy of it to be supplied in a permanent format. If you would like to see what information I hold about you, please write to me at the above address. You have the right to ask for information to be rectified where it is inaccurate. You have the right to ask for your information to be deleted. You can opt out at any time by unsubscribing or contacting me at : info@daniellacey.com
- ▶ You can see more about these rights at : <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

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Co Reg SC257001



Addendum *

Visitors to our website

When someone visits our website we collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of our website. We collect this information in a way which does not identify anyone. We do not make any attempt to find out the identities of those visiting our website.

Our use of cookies

Cookies are small text files that are placed on your computer by websites that you visit. They are widely used in order to make websites work, or work more efficiently, as well as to provide information to the owners of the site.

One of the cookies we use is essential for parts of the site to operate and has already been set. You may delete and block all cookies from this site, but parts of the site may not work.

To find out more about cookies, including how to control and delete them, visit www.aboutcookies.org

More about Google Analytics and their cookies

We use Google Analytics to help analyse use of our website. This analytical tool uses 'cookies', which are text files placed on your computer, to collect standard internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the website (including your IP address) is transmitted to Google. This information is then used to evaluate visitors' use of the website and to compile statistical reports on website activity for our website.

We will not (and will not allow any third party) to use the statistical analytics tool to track or to collect any personally identifiable information of visitors to our site. We will not associate any data gathered from this site with any personally identifying information from any source as part of our use of the Google statistical analytics tool. Google will not associate your IP address with any other data held by Google. Neither us nor Google will link, or seek to link, an IP address with the identity of a computer user.

Personal Information

If we do want to collect personally identifiable information through our website, we will be upfront about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

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