

**www.blossomandtwigs.uk**

## **Privacy Policy**

Type of website: Ecommerce  
Effective date: 16th day of January 2024

www.blossomandtwigs.uk (the "Site") is owned and operated by Blossom & Twigs. Blossom & Twigs is the data controller and can be contacted at: hello@blossomandtwigs.uk

### **Purpose**

The purpose of this privacy policy is to inform users of our Site of the following:

1. The personal data we will collect
2. Use of collected data
3. Who has access to the data collected
4. The rights of Site users.

This Privacy Policy applies in addition to the terms and conditions of our Site.

### **GDPR**

For users in the European Union, we adhere to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (the "GDPR"). For users in the United Kingdom, we adhere to the GDPR as enshrined in the Data Protection Act 2018.

We have not appointed a Data Protection Officer as we do not fall within the categories of controllers and processors required to appoint a Data Protection Officer under Article 37 of the GDPR.

### **Consent**

By using our Site users agree that they consent to the conditions set out in this Privacy Policy. You can withdraw your consent by emailing hello@blossomandtwigs.uk.

### **Personal Data We Collect**

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

We only use your data to provide you with products and services you've asked us for. If you order from our online shop, our third party partners IONOS and Stripe may also have your data relating to your order. They are GDPR compliant to the best of our knowledge. For more information on how they use your data please refer to their website.

We also collect the following data when you perform certain functions on our Site:

1. First and last name
2. Email address
3. Phone number
4. Address
5. Payment information.

This data may be collected using the following methods:

1. By purchasing goods from Blossom & Twigs online store.

### **How We Use Personal Data**

Data collected on our Site will only be used for the purposes specified in this Privacy Policy. We will not use your data beyond what we disclose in this Privacy Policy. The data we collect when the user performs certain functions may be used for the following purposes:

1. Communication with client.

### **Who We Share Personal Data With**

#### **Employees**

We may disclose user data to any member of our organisation who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

#### **Other Disclosures**

We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it
2. If it is required for any legal proceeding
3. To prove or protect our legal rights; and
4. To buyers or potential buyers of this company in the event that we seek to sell the company.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

### **How Long We Store Personal Data**

User data will be stored until the purpose the data was collected for has been achieved.

If you place an order with us over the phone or on our website, we will have a written or printed record which we will keep for 1 year before being disposed of.

If you place an order via email, any data contained within the email will be held in a password protected account and not used in any other way. Emails will be deleted as appropriate and we will never share your email address to any third parties.

### **How We Protect Your Personal Data**

In order to protect your security we store all of our data on secure server facilities. Data is only accessible to Blossom & Twigs employees.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

### **Your Rights as a User**

Under the GDPR, you have the following rights:

1. Right to be informed;
2. Right of access;
3. Right to rectification;
4. Right to erasure;
5. Right to restrict processing;
6. Right to data portability; and
7. Right to object.

### **Children**

We do not knowingly collect or use personal data from children under 16 years of age. If we learn that we have collected personal data from a child under 16 years of age, the personal data will be deleted as soon as possible. If a child under 16 years of age has provided us with personal data their parent or guardian may contact our privacy officer.

### **How to Access, Modify, Delete, or Challenge the Data Collected**

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, if you would like your data to be deleted or modified in any way, or if you would like to exercise any of your other rights under the GDPR, please contact our privacy officer here:

Jennifer Payne  
hello@blossomandtwigs.uk  
07927 631462

### **Modifications**

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

### **Complaints**

If you have any complaints about how we process your personal data, please contact us through the contact methods listed in the *Contact Information* section so that we can, where possible, resolve the issue. If you feel we have not addressed your concern in a satisfactory manner you may contact a supervisory authority. You also have the right to directly make a complaint to a supervisory authority. You can lodge a complaint with a supervisory authority by contacting the Information Commissioner's Office in the UK.