

PRIVACY POLICY

This Policy has been updated to comply with the General Data Protection Regulation (GDPR) effective from the 25th May 2018.

This Privacy Policy applies to our 3 websites:

www.cmscrapbooking.co.uk

www.leafranceuk.co.uk

www.cmscrapbooking.eu

Craft Memories are committed to protecting and respecting your privacy. This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our processes and practices regarding your personal data and how we will treat it.

We do need to collect some information in order to process your order. We understand the importance of keeping your personal information (for example your email address), safe and secure online.

To process and send your order, we and other third-party companies who help us (e.g. Couriers, PayPal) use some of your personal information. We only send the data they request, and you can find details of their privacy policies on their websites to be sure that they will keep your personal information safe and secure. The courier used will depend on size and/or value and/or weight of your order. You are welcome to contact us for details of the courier being used for your order prior to it being sent.

PERSONAL INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following personal data about you:

Personal Data you give us:

- to enable you to access our website and to correspond with us by phone, email or otherwise.
- to allow you, to receive information, products and services that you request from us.
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about.

The personal data you give us may include items such as your name, address, e-mail address and phone number. We rely on 'contractual necessity' as the lawful ground for the processing of your personal data in such cases.

Personal Data we collect about you:

- to improve our products and to ensure that website content is presented in the most effective manner for you and your computer or device.
- to allow you to participate in interactive features of our website and services when you choose to do so.
- to make suggestions and recommendations to you for our goods or services that may interest you.

This includes automatically collecting and using the following personal data: technical information, including your account registered information (members), and information about your session,

including the information (such as scrolling, clicks), and other personal data supplied as part of the registration to the Members Club and using the website to purchase products.

USES MADE OF THE PERSONAL DATA

We use personal data held about you in the following ways:

Personal Data you give to us. We will use this personal data:

- to carry out our obligations arising from any contracts entered into between you and us and to provide you with the information, products and services that you request from us;
- to provide you with information about other goods and services we offer that are similar to those that you have already purchased or enquired about;
- to notify you about changes to our service; or
- to ensure that content from our website is presented in the most effective manner for you and your computer.
- to respond to any queries or requests you may have.

Personal Data we collect about you. We will use this personal data:

- by using the subscriber button on the website to add you to our mailing list to send updates on products, events and Craft Memories news (We use MailChimp as our mailing list provider, please check www.mailchimp.com – you may update your preferences and unsubscribe at any time via links at the bottom of the newsletter email).
- to administer our website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our products and to ensure that website content is presented in the most effective manner for you and your computer or device;
- to allow you to participate in interactive features of our website and services, when you choose to do so;
- as part of our efforts to keep our website safe and secure;
- to make suggestions and recommendations to you and other users of our website about goods or services that may interest you or them.
- to send you an email if you have bought from us either in person or online, inviting you to review the product/s bought. You will be able to unsubscribe from these emails.
- to respond to direct emails/phone calls/text messages, to inform you of something that may be of interest to you.

DISCLOSURE OF YOUR PERSONAL DATA

We may disclose your personal data to third parties:

- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation; in order to enforce or apply our relevant terms of use relating to each Product and other agreements; or to protect the rights, property, or safety of Craft Memories, our users, or others. This includes exchanging personal data with other companies and organisations for the purposes of fraud protection and credit risk reduction.
- We share data with Google and Facebook so that our adverts are shown to you in the future to help keep you aware of our new products.

WHERE WE STORE YOUR PERSONAL DATA

Where possible data is stored and processed within the EU. Where this cannot be guaranteed, third parties we use agree to abide by the Privacy Shield framework or EU model clauses.

All information you provide to us is stored on third party secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

RETENTION OF YOUR PERSONAL DATA

We will retain your personal data for as long as needed to provide you with access to our website (members) and services. If you wish to cancel request that we no longer use your personal data to provide you with our products, contact us at; privacy@craftmemories.co.uk we will only retain and use your personal data thereafter as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

SECURITY OF YOUR PERSONAL DATA

The security of your personal data is important to us. We comply with accepted industry standards to protect the personal data submitted to us. We use strict procedures and advanced security features to try to prevent unauthorised access. No method of transmission over the Internet, or method of electronic storage, is however 100% secure. Therefore, we cannot guarantee its absolute security.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. You are not permitted to share a password with anyone.

Our website may, from time to time, contain links to and from other websites, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. We encourage you to carefully read the privacy notice of any website you visit.

YOUR RIGHTS

You have the following rights in relation to the handling of your personal data:

- You have the right to request details of your personal data held about you by us.
- You have the right to have inaccuracies corrected for personal data held about you by us.
- You have the right to have personal data held about you erased / deleted.
- You have the right to object to direct marketing being conducted based upon personal data held about you by us.
- You have the right to restrict the processing for personal data held about you by us, including automated decision-making.
- You have the right to data portability for personal data held about you by us.

You can exercise any of your rights outlined above by contacting us at privacy@craftmemories.co.uk and we will action your request within one month. Where we receive a large number of requests, or receive especially complex requests, this may be extended by a maximum of two further months. If we fail to meet these deadlines or if you feel your rights have not been adequately respected, you may complain to the Supervisory Authority and/or seek a judicial remedy.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on our website and, where appropriate, notified to you by e-mail.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to privacy@craftmemories.co.uk

INFORMATION, CORRECTION, BLOCKING AND DELETION OF DATA

At all times, you have the right to free information about your saved data as well as the right to correction, deletion and blocking of the same. Please contact us if required on privacy@craftmemories.co.uk

CONTACT AND COMMUNICATION

If you email us with a query we will keep your email address and any other personal contact details private and secure. We use it only to reply to your email unless you request otherwise. We will never share your details with any third parties. We use MailChimp to mail out newsletters, updates etc.

EMAIL CONTACT LIST

You may subscribe via email for newsletters, workshop details, product updates and future event information. The information we will securely hold for this purpose is your email address, we will not pass this information on to anyone else.

We use MailChimp for sending out emails and should you wish to unsubscribe you can do so at any time by using the 'Unsubscribe' option at the bottom of an email or emailing a request to info@craftmemories.co.uk and putting in the subject line "Unsubscribe".

Please be aware we are unable to re-subscribe you to our MailChimp mailing list with the same email address.

For further details of their privacy and data collection policies please check the relevant websites.

THIRD PARTY WE USE

THE ONLY THIRD PARTIES USED:

- Wix - our website provider - privacy policy is available in full <https://www.wix.com/about/privacy>
- Mailing company - privacy policy is available in full <https://mailchimp.com/legal/privacy/>
- Payment processing through PayPal - privacy policy is available in full at <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>
- Payment processing through Square - privacy policy is available in full <https://squareup.com/gb/legal/privacy>
- Google AdSense - Google AdSense is a program run by Google that allows publishers in the Google Network of content sites to serve automatic text, image, video, or interactive media

advertisements, that are targeted to site content and audience - Google's privacy policy is available in full at <https://policies.google.com/privacy?hl=en&gl=uk>

- Google Analytics - Google analytics provides us with detailed web statistics and real time monitoring to help us measure the performance of our web site. Google's privacy policy is available in full at <https://www.google.com/policies/privacy/>
- Social Media Services - Some pages of our website may connect with the following social media services. These may use third party cookies to connect with your own account to provide personalised content. **Facebook** We use functionality from Facebook to display personalised content, or to allow you to share content with your friends. We do not have any direct access to information relating to your Facebook account. For detail on Facebook's privacy policy please visit <https://www.facebook.com/privacy/explanation> and for **Pinterest** - <https://policy.pinterest.com/en-gb/privacy-policy>
- Issuu - for sharing detailed images of products – privacy policy is available in full <https://issuu.com/legal/privacy>
- YouTube when viewing videos of product and product ideas – privacy policy is available in full <https://policies.google.com/privacy?hl=en>
- Top 50 Crafting - Listing on their website – privacy policy is available in full <https://www.top50crafters.co.uk/index.php?a=priv>

COURIERS WE USE

- Royal Mail – to process and send orders – privacy policy available in full at <https://www.royalmail.com/privacy-notice>
- MyHermes – privacy policy available in full at <https://www.myhermes.co.uk/privacy-policy.html>
- Parcel2go - privacy policy available in full at <https://www.parcel2go.com/content/privacy-policy.aspx>
- Parcel Force - privacy policy available in full at <https://www.parcelforce.com/privacy>

COOKIE POLICY

COOKIES

Our websites use cookies to provide you with an enhanced experience while using our websites. We also use them to help us to understand how you use our website so that we can continue to improve it. If you prefer not to make use of cookies you can set your web browsers security settings to block all cookies.

We also use Google Analytics to gather information about who uses our website, the type of internet browser used, the website from which you have come to ours and your IP address (the unique address which identifies your computer on the internet). This helps us to understand where improvements to our website would benefit our customers. This does not involve collecting or storing any of your personal information, you can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

We also use Facebook and Pinterest Plugins. For further details of their privacy and data collection policies please check the relevant websites.

WHAT ARE COOKIES?

Cookies are tiny text files saved on your computer when you go to some web pages.

Any website can put cookies on your computer. But your browser (for example Internet Explorer, Google Chrome or Firefox), will only allow some cookies to protect your privacy.

It is usual that a cookie will contain the following:

- A website address, for example www.leafranceuk.co.uk.
- Its 'lifetime' (how long it will be held on your computer for).
- Its value, usually a unique string of letters and / or numbers.

MANAGE COOKIES ON YOUR COMPUTER OR MOBILE DEVICE

You can browse the Craft Memories website with no cookies allowed on your computer or mobile device, but you may not be able to add products to your shopping basket.

In your web browser settings (for example Internet Explorer, Firefox or Google Chrome) you can:

- Check the cookies on your computer;
- remove all or some of them; and
- set rules on when you want cookies to be allowed.

APPLICABLE LAW

By visiting Craft Memories, you agree that the laws of the United Kingdom, without regard to principles of conflict of laws, will govern these Conditions of Use and any dispute of any sort that might arise between you and Craft Memories or its suppliers.

SITES POLICIES, MODIFICATION and SEVERALBLITY

Please review our other policies, such as our Shipping and Returns policy, posted on this site. These policies also govern your visit to Craft Memories. We reserve the right to make changes to our site, policies, and these Conditions of Use at any time. If any of these conditions shall be deemed invalid, void, or for any reason unenforceable, that condition shall be deemed severable and shall not affect the validity and enforceability of any remaining condition.

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CONTACT US

You can get in contact with us by telephone, email or post:

- Telephone: +44 (0)23 9224 0772
 - Sunday, Monday & Bank Holidays - Closed
 - Tuesday, Wednesday & Friday - 10am to 2pm
 - Thursday - 10am to 2pm & 5pm & 7pm
 - Saturday - 11am to Midday
- Email - info@craftmemories.co.uk
- Post: Craft Memories, 11 Kentidge Road, Purbrook, Hampshire PO7 5NH

We aim to reply to calls/emails and confirm orders placed within 48 hours (Tuesday following Friday/Weekend/Bank Holidays)

LANGUAGE

We use English for all product details, information, documents and communication.