



## **PRIVACY STATEMENT**

This website is operated by Crafty Mouse Interiors Limited.

We take your privacy very seriously and we ask that you read this privacy policy carefully as it contains important information on:

- the personal information we collect about you;
- what we do with your information; and
- who your information might be shared with.

### **SECTION 1 - WHO WE ARE**

Crafty Mouse Interiors Limited ('we' or 'us') are a 'data controller' for the purposes of the Data Protection Act 1998, (i.e. we are responsible for, and control the processing of, your personal information).

### **SECTION 2 - WHAT DO WE DO WITH YOUR INFORMATION?**

**We collect information about you so that we can:**

- identify you and manage any accounts you hold with us;
- process your order;
- conduct research, statistical analysis and behavioural analysis;
- carry out customer profiling and analyse your purchasing preferences;
- if you agree, let you know about other products or services that may be of interest to you;
- detect and prevent fraud;
- customise our website and its content to your particular preferences;
- notify you of any changes to our website or to our services that may affect you;
- carry out security vetting; and

- improve our services.

When you purchase something from our store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.

When you browse our store, we also automatically receive your computer's internet protocol (IP) address in order to provide us with information that helps us learn about your browser and operating system.

**Email marketing (if applicable):**

With your permission, we may send you emails about our store, new products and other updates. We will only send you marketing messages if you tick the relevant boxes when you complete your order online (specifically in the Customer Information Section), or if you specifically confirm to us that you would like to receive such email marketing as part of a specific campaign. For example a social media, marketing campaign or a prize draw which we may conduct from time to time.

If you have consented to receive such marketing from us or other businesses, you can opt out at any time. See 'Rights' below for further information.

**SECTION 3 – INFORMATION**

**Sensitive personal information**

Under normal circumstances, we would not ask for sensitive personal information and would only ever collect it, with your explicit consent. If we request such information, we will explain why we are requesting it and how we intend to use it.

Sensitive personal information includes information relating to (but not limited to):

- your ethnic origin
- your religious beliefs
- your physical or mental health or condition

We agree to collect your sensitive personal information only with your explicit consent.

### **Monitoring and recording communications**

We may monitor and record communications with you (such as telephone conversations and emails) for the purpose of quality assurance, training, fraud prevention and compliance matters.

### **Transfers of your information out of the EEA**

We may need to transfer your personal data to other countries, territories and jurisdictions which are located outside the European Economic Area. Any transfer of your data will be subject to a European Commission approved contract that will safeguard your privacy rights and give you remedies in the unlikely event of a security breach.

## **SECTION 4 - CONSENT**

### **How do you get my consent?**

When you provide us with personal information to complete a transaction, verify your credit card, place an order, arrange for a delivery or return a purchase, we imply that you consent to our collecting it and using it for that specific reason only.

If we ask for your personal information for a secondary reason, like marketing, we will either ask you directly for your expressed consent, or provide you with an opportunity to say no.

### **Personal information about other individuals**

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

- give consent on his/her behalf to the processing of his/her personal data;
- receive on his/her behalf any data protection notices; and
- give consent to the transfer of his/her personal data abroad.

### **How do I withdraw my consent**

If after you opt-in, you change your mind, you may withdraw your consent for us to contact you, for the continued collection, use or disclosure of your information, at anytime, by contacting us at [hello@craftymouseinteriors.com](mailto:hello@craftymouseinteriors.com) or mailing us at:

Crafty Mouse Interiors Limited, PO Box 355, Hanover Way, Ilkley, LS29 1HJ.

## **SECTION 5 - DISCLOSURE**

We may disclose your personal information if we are required by law to do so or if you violate our Consumer Terms and Conditions.

We may also disclose your personal data to the following (non-exhaustive) list:

- our agents and service providers;
- law enforcement agencies in connection with any investigation to help prevent unlawful activity; and
- our business partners in accordance with the 'Marketing and opting out' section above.

## **SECTION 6 - SHOPIFY**

Our store is hosted on Shopify Inc. They provide us with the online e-commerce platform that allows us to sell our products and services to you.

Your data is stored through Shopify's data storage, databases and the general Shopify application. They store your data on a secure server behind a firewall.

### **Payment:**

If you choose a direct payment gateway to complete your purchase, then Shopify stores your credit card data. It is encrypted through the Payment Card Industry Data Security Standard (PCI-DSS). Your purchase transaction data is stored only as long as is necessary to complete your purchase transaction. After that is complete, your purchase transaction information is deleted.

All direct payment gateways adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and

Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers. For more insight, you may also want to read Shopify's Terms of Service (<https://www.shopify.com/legal/terms>) or Privacy Statement (<https://www.shopify.com/legal/privacy>).

## **SECTION 7 - THIRD-PARTY SERVICES**

In general, the third-party providers used by us will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us.

However, certain third-party service providers, such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions. For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

In particular, remember that certain providers may be located in or have facilities that are located in a different jurisdiction than either you or us. If you elect to proceed with a transaction that involves the services of a third-party service provider, then your information may become subject to the laws of the jurisdiction(s) in which that service provider or its facilities are located.

As an example, if you are located in Canada and your transaction is processed by a payment gateway located in the United States, then your personal information used in completing that transaction may be subject to disclosure under United States legislation, including the Patriot Act.

Once you leave our store's website or are redirected to a third-party website or application, you are no longer governed by this Privacy Policy or our website's Consumer Terms and Conditions.

### **Links**

When you click on links on our store, they may direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

## **Google analytics**

Our store uses Google Analytics to help us learn about who visits our site and what pages are being looked at.

## **Personal information provided by third parties**

Occasionally we may receive information about you from other sources (such as credit reference agencies), which we will add to the information we already hold about you in order to help us.

## **SECTION 8 - SECURITY**

To protect your personal information, we take reasonable precautions and follow industry best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

We will use technical and organisational measures to safeguard your personal data, for example:

- access to your account is controlled by a password and user name that are unique to you;
- we store your personal data on secure servers; and
- payment details are encrypted using SSL technology (typically you will see a lock icon or green address bar (or both) in your browser when we use this technology).

If you provide us with your credit card information, the information is encrypted using secure socket layer technology (SSL) and stored with a AES-256 encryption. While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet. If you have any particular concerns about your information, please contact us (see 'contact information' below).

## **What can I do to keep my information safe?**

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please

visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## **SECTION 9 - COOKIES**

A cookie is a small text file which is placed onto your computer (or other electronic device) when you use our website.

Here is a list of cookies that we use. We've listed them here so you that you can choose if you want to opt-out of cookies or not.

1. `_session_id`, unique token, sessional, Allows Shopify to store information about your session (referrer, landing page, etc).
2. `_shopify_visit`, no data held, Persistent for 30 minutes from the last visit, Used by our website provider's internal stats tracker to record the number of visits
3. `_shopify_uniq`, no data held, expires midnight (relative to the visitor) of the next day, Counts the number of visits to a store by a single customer.
4. `cart`, unique token, persistent for 2 weeks, Stores information about the contents of your cart.
5. `_secure_session_id`, unique token, sessional
6. `storefront_digest`, unique token, indefinite If the shop has a password, this is used to determine if the current visitor has access.
7. `PREF`, persistent for a very short period, Set by Google and tracks who visits the store and from where.

This information helps us to build a profile of our users. Some of this data will be aggregated or statistical, which means that we will not be able to identify you individually.

You can set your browser not to accept cookies and the websites below tell you how to remove cookies from your browser. However, some of our website features may not function as a result.

For further information on cookies generally visit [www.aboutcookies.org](http://www.aboutcookies.org) or [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **SECTION 10 - AGE OF CONSENT**

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence and you have given us your consent to allow any of your minor dependents to use this site.

## **SECTION 11 - RIGHTS**

### **Right to request a copy of your information**

You can request a copy of your information which we hold (this is known as a data subject access request). If you would like a copy of some or it, please:

- email, call or write to us (see 'Questions and Contact Information' below);
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and
- let us know the information you want a copy of, including any account or reference numbers, if you have them.

We may charge a small fee (£10) for this service.

### **Right to correct any mistakes in your information**

You can require us to correct any mistakes in your information which we hold free of charge. If you would like to do this, please:

- email, call or write to us (see 'Questions and Contact Information' below);
- let us have enough information to identify you (e.g. account number, user name, registration details); and
- let us know the information that is incorrect and what it should be replaced with.

### **Right to ask us to stop contacting you with direct marketing**

You can ask us to stop contacting you for direct marketing purposes. If you would like to do this, please:

- email, call or write to us (see 'Questions and Contact Information' below). You can also click on the 'unsubscribe' button at the bottom of the email newsletter. It may take up to five (5) working days for this to take place;
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill); and

- let us know what method of contact you are not happy with if you are unhappy with certain ways of contacting you only (for example, you may be happy for us to contact you by email but not by telephone).

## **SECTION 12 - CHANGES TO THIS PRIVACY POLICY**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

If our store is acquired or merged with another company, your information may be transferred to the new owners so that we may continue to sell products to you.

## **SECTION 13 - QUESTIONS AND CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, register a complaint, or simply want more information contact us:

- by email at [hello@craftymouseinteriors.com](mailto:hello@craftymouseinteriors.com) (we respond to emails Monday to Friday, 9am to 5pm); or
- by telephone on 01943 512 025 (we answer calls Monday to Friday, 9am to 5pm). We reserve the right to record calls for quality and training purposes; or
- by post using PO BOX, 355 Hanover Way, Ilkley, West Yorkshire, United Kingdom, LS29 1HJ.