

PRIVACY POLICY

Bright Ideas Marketing Limited (hereafter “Bright Ideas”) respect your privacy and are committed to maintaining the confidentiality of your details. This policy is intended to let you know how we look after your data when you interact with us and tell you about your rights. This policy is intended to supplement any other notices we provide you with from time to time.

WHO WE ARE

This policy applies to Bright Ideas. When we refer to Bright Ideas we mean the company with which you have contacted or otherwise communicated with and that has processed your data – for example, you may have purchased some items from our website.

If you have any questions or if you wish to exercise any of your legal rights please contact Bright Ideas on the following:

Email: sally@brightideascrafts.co.uk

Post: Bright Ideas Marketing Limited, 9 Lamdin Road, Bury St. Edmunds, IP32 6NU

Telephone: (01284) 724759

You can make a complaint to the Information Commissioner’s Office (ICO) but we would be grateful for the opportunity to address any concerns you have in the first instance.

When using our website this includes some links to third-party websites. We do not control these sites and cannot be responsible for their privacy procedures or policies.

THE DATA WE COLLECT

Your personal data is anything which can identify you as a person, not data which has been anonymised.

We may process – collect, store or use – data about you such as:

- **Identity data:** names, titles, date of birth or gender
- **Contact data:** addresses, emails or telephone numbers
- **Business data:** business, nature of business or position within the business
- **Financial or Contract Data:** payment information or contractual information
- **Marketing and Communications:** preferences for subscribing to our e-newsletters
- **Product and Service Data:** what products and services you have ordered or shown an interest in.

HOW THE DATA IS COLLECTED

The main way that we collect personal data about you is if you ask us to provide you with a product. This may happen when you:

- Purchase items from us
- Open an account
- Subscribe to our newsletter or social media feeds
- Request marketing or other communications from us
- Provide us with feedback
- Send us an enquiry, message or email via our website

We may also process your data on our website by collecting data using cookies. Cookies are used on this shopping site to keep track of the contents on your shopping cart, to store delivery addresses if the address book is used and to store your details if you select the “Remember Me” option. They are also used after you have logged on as part of that process. You can turn off cookies within your browser by going to ‘Tools | Internet Options | Privacy’ (in Internet Explorer) and selecting to block cookies. If you turn off cookies, you will be unable to place orders or benefit from the other features that use cookies.

Data collected by this site is used to:

- Take and fulfil customer orders
- Administer and enhance the site and service
- Only disclose information to third-parties for goods delivery purposes

If you continue to use our website you are deemed to have consented to the above use of cookies.

HOW WE USE YOUR PERSONAL DATA

Mostly we will simply use your personal data to:

- Fulfil or perform the contract you are entering into with us
- Where it is necessary for our legitimate interests, and
- Comply with legal or regulatory requirements.

We will usually only rely on consent as a basis for processing your data in relation to marketing communications. You have the right to withdraw consent at any time.

The activities which will require us to process your data include:

- Registering you as a new customer

- Processing your order
- Notifying you of any changes to our services, conditions or policies
- Asking you for feedback
- To administer our website

We may need to use your data for another purpose which was not the original purpose. We will only do so if we think it is comparable or ancillary to the original purpose.

DATA SECURITY AND RETENTION

We have put in place physical and electronic security measures to prevent the accidental loss, destruction or unauthorised use of your personal data. For example, only certain employees, agents or contractors may access your data to enable us to process it for the relevant purpose.

Your data will only be retained for as long as necessary for the purposes for which it was required, including our legal, accounting and regulatory requirements. We are required to keep basic information for these purposes for a period of six years after you cease being a customer.

YOUR LEGAL RIGHTS

You have the right to:

- **Request access** to your personal data. This enables you to receive a copy of the personal data we hold about you and to check that we are processing it lawfully.
- **Request correction** of the personal data that we hold about you. Subject to appropriate verification being received by us.
- **Request erasure** of your personal data. If you consider that there is no lawful reason for us to continue processing your personal data.
- **Object to processing** if you feel that your legitimate interests outweigh those of Bright Ideas Marketing Limited or another third party.
- **Request restriction of processing** where you may ask us to suspend processing your personal data to establish its accuracy, to defend a legal claim, where we need to verify our legitimate interests or you require the data but we would otherwise delete it.
- **Request transfer** of your personal data that is stored in an automated format.
- **Withdraw consent** where we are relying on this as the legal basis to process your personal data.