

Aylin White Designs
Privacy Policy
GDPR – General Data Protection Regulation

The privacy of your personal information (data) is very important to us. Aylin White Designs takes the security of personal data seriously and is committed to protecting and respecting your privacy.

Introduction

The General Data Protection Regulation (GDPR) has been introduced to standardise the approach to handling data within the European Union (EU). It is a legal framework with obligations for those who control and process data, requiring them to comply with the regulations. Our Privacy Policy complies with the UK law, including the requirements of GDPR.

Our Privacy Policy informs you how we collect your data and record it, with your permission, and your rights and our obligations to you for the processing and control of your personal data. You can see further information about your rights, and our obligations at <https://www.ico.org.uk>.

Processing your data

When you fill in any forms on our website, by email or post; buy our products and services; and agree to our terms and conditions; a contract is formed between us.

Where possible we will obtain your explicit consent to process your data. Sometimes you may give your consent implicitly i.e. when expecting a reply to an email or telephone message.

In order to carry out our obligations under our contract we need to process the information you give to us. Some of this information will be your personal data.

How we will use the information about you

Aylin White Designs will use your personal data to process your order, manage your account, personalise your use of our website and communicate details of other products and services we may offer to you, with your agreement.

Personal data collect from our customers

Personal data refers to any information relating to an identified or identifiable person. Personal data Aylin White Designs may typically hold includes:

Name
Address
Email address
Telephone/mobile number(s)
Social media handles
Bank account details
Details of the customer's customised purchases
Personal measurements
Photographs
Miscellaneous items provided by or for the customer

Why and how we collect and use your personal data

Information is kept about you for legal and administrative purposes, and for the purposes of fulfilling our contractual obligations to you.

Your name, address, email address and phone number (s) are collected for communication purposes.

Your bank account details are collected for payment purposes.

Details for your customised/hand painted purchases are collected for your gown designs, patterns, materials and colours to use.

Personal measurements will be collected to produce your gown, sash and bow.

Miscellaneous items may be provided to assist in the production of sashes, bows, bags, ties and other hand painted products.

Photographs may be provided by yourself and/or taken with your permission to assist in the fulfilment of your contract and/or for our marketing and advertising activities.

This list is not exhaustive and there may be other legitimate purposes for collecting and processing your personal data. If the law so requires, you will be notified of any additional proposed purposes that Aylin White Designs may wish to use your data for and your further consent sought.

Limited access to your personal data

We limit access to your personal data to those who we believe need to come into contact with the information, to provide the products or services to you, or to the extent necessary to allow them to perform their jobs.

We will not use your details for any other purpose without seeking your explicit consent. To protect your personal data, we will take reasonable precautions to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

Third parties

We will not share, or sell, or disclose any of your personal data to a third party for their marketing or advertising purposes without your consent. Your details will not automatically be added to third parties files, platforms or systems outside our group.

We may disclose your personal data if we are required to do so to comply with our legal obligations, for tax reasons, or if you violate our Terms and Conditions.

Records

When you contact us, by telephone, email or through our website we will collect the personal data you give to us, in order to reply with the information you need. This will enable us to track all communications and help increase our business efficiency.

Data keeping

Any personal data that we have with your explicit consent will be kept on file for up to and including 6 years. These will be available for tax reasons and any legal matters. After this time your personal data will be deleted from our files. If your personal data is needed for longer than 6 years we will contact you again, to ask permission for future usage.

IT purposes

For purposes of IT hosting and maintenance our data is located on servers within the EU. No third parties will have access to your personal data unless the law allows them to do so.

Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit a website. They allow information gathered on one web page to be stored until it is needed for use on another. It allows a website to provide a personalised experience and the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, i.e. for one day; until your browser closes; some last indefinitely. Your web browser should allow you to delete any files and to prevent or limit their usage. We use cookies to track how you use our website and to record whether you have seen specific messages we display.

Living outside the UK and EEA

Depending on the circumstances of where you live, the use of your personal data may be transferred to countries outside the United Kingdom (UK) and the European Economic Area (EEA), that have less robust data protection laws. Any such transfers will be done with appropriate safeguards in place, as mentioned in this Privacy Policy.

Children/Under age consent

Anyone under the legal UK age of consent will need to get authorisation from a parent or guardian, to use our website and services.

Withdrawing consent

Your consent can be withdrawn at any time and all data will be removed within a reasonable timeframe. Although you may withdraw your consent at any time, if you do, we may not be able to process your enquiry and continue to provide the product and/or service that you have requested.

Questions and contact information

If you would like to access, correct, amend, receive a copy or delete any personal data we have about you; register a complaint; or simply want more information, please contact us via telephone, post or email at Aylin White Designs. All amendments will be made free of charge.

If you are not satisfied with our response or believe we are not processing your personal data in accordance with the law you can complain to the Information Commissioner's Office (ICO).

Our Data Protection Officer is Sally Broad and you can contact her at sallybroad@aylinwhitedesigns.com

Our Privacy Policy has been produced to comply with the General Data Protection Regulation 2018.