

This Privacy Policy describes how and when we collect, use, and share information when you book on one of our courses / events / open access sessions, contact us, or otherwise use our services.

This Privacy Policy does not apply to the practices of third parties that we do not own or control, including Etsy or any third party services you access through our website.

## **1. Personal information we collect**

To fulfil your booking, you must provide us with certain information, such as your name, email address, postal address, payment information, and the details of the product that you're ordering. You may also choose to provide us with additional personal information (for a custom colour print order, for example), if you contact us directly.

## **2. Why We Need Your Information and How We Use It**

We rely on a number of legal bases to collect, use, and share your information, including:

- as needed to provide our services, such as when we use your information to fulfil your order, to settle disputes, or to provide customer support;
- when you have provided your affirmative consent, which you may revoke at any time, such as by signing up to our mailing list;
- if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law; and
- as necessary for the purpose of our legitimate interests, if those legitimate interests are not overridden by your rights or interests, such as providing and improving our services. We use your information to provide the services you requested and in our legitimate interest to improve our services.

## **3. The third parties with whom we share personal information**

The GDPR requires that you disclose the details of any personal information you share with third parties. Information about our customers is important to our business. We share your personal information for very limited reasons and in limited circumstances, as follows:

- Etsy. We share information with Etsy as necessary to provide you our services and comply with our obligations under both the Etsy Seller Policy and Etsy Terms of Use.
- Paypal. We share information with Paypal as necessary to provide you our services and comply with our obligations under both the Paypal Seller Policy and Paypal Terms of Use.
- Service providers. We engage certain trusted third parties to perform functions and provide services to our shop, such as delivery companies. We will share your personal information with these third parties, but only to the extent necessary to perform these services.
- Business transfers. If we sell or merge my business, we may disclose your information as part of that transaction, only to the extent permitted by law.
- Compliance with laws. We may collect, use, retain, and share your information if we have a good faith belief that it is reasonably necessary to: (a) respond to legal process or to government requests; (b) enforce my agreements, terms and

policies; (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or (d) protect the rights, property, and safety of our customers, or others.

#### **4. Data Retention**

We retain your personal information only for as long as necessary to provide you with our services and as described in our Privacy Policy. However, we may also be required to retain this information to comply with our legal and regulatory obligations, to resolve disputes, and to enforce our agreements. We generally keep your data for the following time period: 4 years.

#### **5. Transfers of Personal Information Outside the EU**

We may store and process your information through third-party hosting services in the US and other jurisdictions. As a result, we may transfer your personal information to a jurisdiction with different data protection and government surveillance laws than your jurisdiction. If we are deemed to transfer information about you outside of the EU, We rely on Privacy Shield as the legal basis for the transfer, as Google Cloud is Privacy Shield certified.

#### **6. Your Rights**

If you reside in certain territories, including the EU, you have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below:

- **Access.** You may have the right to access and receive a copy of the personal information we hold about you by contacting us using the contact information below.
- **Change, restrict, delete.** You may also have rights to change, restrict our use of, or delete your personal information. Absent exceptional circumstances (like where I am required to store data for legal reasons) We will generally delete your personal information upon request.
- **Object.** You can object to (i) our processing of some of your information based on our legitimate interests and (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.
- **Complain.** If you reside in the EU and wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

How to Contact Us:

For purposes of EU data protection law, we Print To The People, are the data controller of your personal information. If you have any questions or concerns, you may contact us at [mail@printtothepeople.com](mailto:mail@printtothepeople.com).

Alternately, you may mail us at:

Print To The People, 53-5 Pitt Street, Norwich, NR3 1DE