

Privacy Policy



1.0 Introduction

We have created this statement to demonstrate our firm commitment to respecting your privacy and safeguarding your data. We collect data in order to provide you with the most efficient and personalised service possible. We do not collect personally identifying information about you unless you choose to provide such information to us.

The personal information we collect, process or use is treated securely and in accordance with the [Data Protection Act 1998](#), the [Privacy and Electronic Communications Regulations 2003](#) and the [EU General Data Protection Regulation 2018](#).

Whenever you give us personal information you are consenting to its collection and use in accordance with this policy.

2.0 The legal bases we rely on

The law on data protection sets out six lawful bases for which an organisation may collect and process your personal data. The most relevant lawful bases for Pots2Go are:

2.1 Consent

2.1.1 Active consent

When you actively give us permission to contact you about certain activities, such as our marketing activities.

For example, when you subscribe to receive email newsletters.

2.2 Contract

In certain circumstances, we need your personal data to comply with our contractual obligations to you.

For example, we need your data in order to be able to contact you when your pottery is ready for collection.

2.3 Legitimate interest

When we process your data in a way which you would reasonably expect us to do when you provided it and which does not materially impact your rights, freedom or interests.

Please note: whichever legal bases is used to process your data, you can alter your preferences or unsubscribe from receiving communication from us at any time (see sections 7.0 and 8.0 for further information)

3.0 What personal information we collect and process

When you sign up for our e-newsletters, mailing list or otherwise provide us with your information we will retain your name, contact details and contact preferences. The **Data Controller** (the organisation that determines how your data is managed) is **Pots2Go**. [Contact us](#) if you have a query about how your data is managed.

The **Data Processor** (the organisation that does data processing on behalf of Pots2Go) is [Mailchimp](#). To do this, they transfer data to the USA to store and process it. Mailchimp has certified its agreement to the EU/US Safe Harbour Frameworks since 2007, guaranteeing protection of EU citizens' data within the USA, and they have committed to compliance with the GDPR legislation. You can [read more about Mailchimp's compliance policies here](#).

We are committed to giving you (the **Data Subject** in legal terms) an easy way to exercise [your eight rights under the GDPR](#).

We process your data for the purpose of **sending you emails** under the lawful basis of **consent**, which you gave by subscribing or by having emailed us requesting that you be added to the mailing list. You have the right to withdraw consent for us to contact you at any time and the right to lodge a complaint with a supervisory authority, which in the United Kingdom is the [Information Commissioner's Office](#).

We retain your data for as long as you allow us to do so. You can exercise your right to erasure at any time.

4.0 What we use your information for

Depending on the preferences you have indicated and your relationship with Pots2Go, we will use the personal information you have provided to:

- Provide goods and services to you or your organisation
- Send you communications by post or electronic means in order to inform you of other products, services or events related to Pots2Go, which may include emails containing relevant news or competitions from other arts organisations
- Ask you to participate in surveys and market research
- Improve our understanding of our audience through basic profiling, tracking of your activity on our site and your response to emails (or other communications) that we send you
- Notify you of changes and improvements to events, services, website and this privacy policy.

5.0 Unsubscribe

5.1 Unsubscribe

You can unsubscribe from receiving communication from us at any time by:

- Changing your preferences using Mailchimp (there is always an option to unsubscribe at the bottom of every email you receive from Pots2Go).

- By contacting info@pots2go.co.uk
- By ringing the Pots2Go shop during working hours and stating you wish to unsubscribe.

6.0 Whom we might share your personal information with

Your personal information might be passed to a third party if they need it to fulfil your order(s) for our goods and services, or to execute the communications we send to you. We do comprehensive checks on these companies before we work with them, and put a contract in place that sets out our expectations and requirements, especially regarding how they manage the personal information they have collected or have access to.

Examples of these third parties include mailing houses (for distributing marketing materials), our bulk email distribution service provider, and audience analyses and data cleansing suppliers, for example to access the Post Office National Change of Address (NCOA) database.

Except as set out in this policy, we shall not disclose your personal information unless obliged to, or allowed to do so by law, or where we need to in order to run our business (e.g. where other people process information for us). In such circumstances, we ask those people to give us confidentiality or non-disclosure undertakings.

We will not share your information other than as described above without your express consent.

7.0 How we keep your personal information safe

We ensure that there are appropriate technical controls in place to protect your personal details. The personal information that you provide will be held securely and will not be used for any other purpose than as provided for in this policy.

While we strive to keep your information as safe as we can, the transmission of information via the internet can never be completely secure. Although we will do our best to protect your personal information, we cannot guarantee the security of your information transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

8.0 How we keep your personal information up to date

We endeavour to keep your personal information accurate and up to date. If you become aware of errors or inaccuracies, please email info@pots2go.co.uk or ring the shop during working hours and we will update your information.

Where possible we use publicly available sources to keep your records up to date. *For example, the Post Office National Change of Address (NCOA) database and information provided to us by other organisations as described in this policy.* We would really appreciate it if you could let us know if your contact details change.

9.0 Your rights over your personal data

You have the right to request:

1. Access to the personal data we hold about you, free of charge
2. The correction of your personal data when incorrect, out of date or incomplete.
3. That we stop using your personal data for marketing
4. That we stop any processing of your personal data after you withdraw that consent.

You can contact us to exercise these rights at any time as follows:

- To ask for your information please contact The Shop Manager, Pots2Go, 25 Montpellier Parade, Harrogate, North Yorkshire, HG1 2TG or email info@pots2go.co.uk.
- To ask for your information to be amended please contact info@pots2go.co.uk. If we choose not to action your request we will explain to you the reasons for our refusal.

9.1 Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

9.2 Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

9.3 Marketing messages

You have the right to stop the use of your personal data for direct marketing activity. We must always comply with your request.

9.4 Checking your identity

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice. If you have authorised a third party to submit a request on your behalf, we will ask them to prove they have your permission to act.

10.0 Changes to this policy

Our privacy policy may change at any time, so you may wish to check it each time you visit our website. Any changes will apply from the time that they are posted to this page. If we make any significant changes in the way we treat your personal information we will make this clear on our website or by contacting you directly.

If you have any questions at all about the ways in which we collect and use your personal information please contact us at info@pots2go.co.uk at any time.

11.0 Contacting the Regulator

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling **0303 123 1113** or go online to www.ico.org.uk/concerns

If you are based outside the UK, you have the right to lodge your complaint with the relevant data protection regulator in your country of residence.