

Privacy Policy

Effective Date: 17 March 2026

1. Introduction

This Privacy Policy explains how **Heather Power** (“we”, “us”, “our”) collects, uses, and protects your personal data when you visit or make a purchase from <https://www.heatherpower.co.uk/>.

We are committed to protecting your privacy and complying with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Who We Are

Heather Power is an independent artist and printmaker based in the United Kingdom.

Contact details:

Email: heatherpower@hotmail.co.uk

Telephone: +44 (0) 771 368 1545

3. What Personal Data We Collect

a) Information you provide directly

- Name
- Email address
- Billing and shipping address
- Phone number
- Order details
- Messages submitted via contact forms
- Marketing preferences

b) Payment information

Payments are processed securely via third-party providers such as **PayPal**.

We do **not store full card details**.

c) Automatically collected data

- IP address
 - Browser type and version
 - Device type
 - Pages visited and time spent on the site
 - Referring website
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4. How We Use Your Data

We use your personal data to:

- Process and deliver orders via WooCommerce
 - Communicate with you about your order or enquiry
 - Send marketing emails (if you opt in)
 - Improve our website using analytics
 - Comply with legal and tax obligations
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5. Legal Basis for Processing

We rely on the following lawful bases:

- **Contract** – to fulfil orders and provide services
 - **Consent** – for marketing emails and non-essential cookies
 - **Legitimate interests** – to improve our website and services
 - **Legal obligation** – for accounting and compliance
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6. E-commerce (WooCommerce)

When you make a purchase:

- Your data is stored within our WooCommerce system

- We collect only the information necessary to process your order
 - Your data may be shared with delivery providers to fulfil your purchase
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7. Payments (PayPal and other providers)

Payments are processed securely via third-party providers such as PayPal.

- Payment data is handled directly by these providers
 - We do not have access to your full payment details
 - These providers have their own privacy policies governing your data
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8. Marketing Emails

If you opt in to receive marketing communications:

- We will send newsletters, updates, or promotional content
- You can unsubscribe at any time by clicking the link in any email or contacting us

We will only send marketing emails where we have your **consent**.

9. Google Analytics

We use Google Analytics to understand how visitors use our website.

Google Analytics collects information such as:

- Pages visited
- Time spent on pages
- Device and browser information
- Approximate location (based on IP address)

This data is:

- Collected in an anonymised form where possible
- Used to improve website performance and user experience

Google may process this data on servers outside the UK.

You can opt out of Google Analytics by:

- Adjusting your cookie preferences
 - Using browser extensions such as Google Analytics Opt-out
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10. Cookies

We use cookies to:

- Ensure the website functions properly
- Enable shopping cart functionality (WooCommerce)
- Analyse traffic (Google Analytics)
- Remember your preferences

Types of cookies we use:

- **Essential cookies** – required for the site to work
- **Analytics cookies** – help us improve the site
- **Marketing cookies** – used for email and tracking (if applicable)

You can manage or disable cookies through your browser settings.

11. Sharing Your Data

We only share your data where necessary:

- Payment processors (e.g. PayPal)
- Delivery/shipping providers
- Website hosting providers
- Email marketing platforms (if used)
- Analytics providers (Google)

We do **not sell your personal data**.

12. International Transfers

Some third-party providers (e.g. Google, PayPal) may transfer your data outside the UK.

Where this occurs, we ensure appropriate safeguards are in place, such as:

- UK-approved standard contractual clauses
 - Adequacy decisions where applicable
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13. Data Retention

We retain personal data only as long as necessary:

- Order records: up to 6 years (legal/tax purposes)
 - Marketing data: until you unsubscribe
 - Enquiries: up to 12 months
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14. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
 - Correct inaccurate data
 - Request deletion of your data
 - Restrict or object to processing
 - Withdraw consent at any time
 - Lodge a complaint with the **Information Commissioner's Office (ICO)**
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15. Data Security

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure website hosting
 - SSL encryption
 - Restricted access to personal data
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16. Third-Party Links

Our website may contain links to other websites. We are not responsible for their privacy practices.

17. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date.

18. Contact

If you have any questions about this Privacy Policy or your data:

Heather Power

Email: heatherpower@hotmail.co.uk

Telephone: +44 (0) 771 368 1545