

The purpose of this policy is to explain to you how we control, process, handle and protect your personal information whilst using this website, including your rights under current laws and regulations complying with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

Penny's Art will be what is known as the 'Controller' of the personal data you provide to us.

Your Personal Data:

What we need

We will only collect basic personal data about you such as, name, address, email and telephone number which you provide voluntarily. Our billing process will record your details if you are an individual or a company.

Why we need it

We need to know your basic personal data to provide you with sales of paintings, prints, cards and lessons.

We do not collect any personal information from you that we do not need to provide and oversee this service to you.

What we do with it

All the personal data is processed in the UK. No third parties have access to your personal data unless the law allows them to do so. We have procedures in place to ensure your personal data is secure.

How long we keep it

We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed.

What we would also like to do with it

We would like to use your name and email address to inform you of our future classes and services. This information is not shared with third party organisations and you can unsubscribe at any time via phone, email or by notifying us via our website contact page.

Cookies

We only use strictly necessary cookies that are essential in helping you to move around our website and use its features. Your web browser should provide you with the controls to manage and delete cookies from your device, please see your web browser options.

Any interaction to our website via third parties e.g. Google, Bing, social media etc. are referred to as third party services and your interactions with these third parties are governed by their policies and not ours.

What are your rights?

If at any point you believe the information we process on you is incorrect you may request to see this information, and have it corrected or deleted.

- **the right to be informed:** right to be informed with clear, transparent and easily understandable information about how we use your personal data and your rights. Therefore, we are providing you with the information in this Privacy Policy
- **the right of access:** to request access to your information and how we process it
- **the right to rectification:** to have your information corrected if it is inaccurate and to have incomplete information completed
- **the right to erasure (right to be forgotten):** to have your information erased
- **the right to restrict processing:** to block or suppress further use of your personal data in certain circumstances. When processing is restricted, we can still store your personal data, but may not use the information.
- **the right to data portability:** to electronically move, copy or transfer your information in a standard form
- **the right to object:** to object to processing of your information
- **the right not to be subject to automated decision-making including profiling**

If you wish to raise a complaint on how we have handled your personal data, you can contact us by phone or email and we will then investigate the matter. There is no charge for this service.

Data Subject Access Request Procedure (DSAR)

Under the GDPR regulations, you can submit a Data Subject Access Request (DSAR) to us. We handle subject access requests in accordance with the GDPR. The procedure is:

- a) You will need to contact us via email
- b) Please ensure that you provide a contact email address and telephone number for us to contact you directly
- c) We will then validate your identity
- d) Once this is complete, within 30 days we will provide a listing of all information we have on our systems.
- e) There is no charge for this service
- f) We will ask you for an address to send the printed letter information
- g) We will send a PDF copy by email

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