

# Privacy Policy

## The Kinship Collective Limited



Welcome to the privacy policy for The Kinship Collective Limited. We respect your privacy and are committed to protecting your personal data. This privacy policy will inform you about how we look after your personal data when you visit our website (regardless of where you visit it from) or otherwise interact with us, and tell you about your privacy rights and how the law protects you.

### 1. Important Information and Who We Are

#### Purpose of This Privacy Policy

This privacy policy aims to give you information on how The Kinship Collective Limited collects and processes your personal data, including any data you may provide through this website or when you sign up for our services.

#### Data Controller

The Kinship Collective Limited is the controller and responsible for your personal data (collectively referred to as "we", "us" or "our" in this privacy policy).

- **Full name of legal entity:** The Kinship Collective Limited
- **Email address:** [thekinshipcollectiveuk@gmail.com](mailto:thekinshipcollectiveuk@gmail.com)
- **Postal address:** 49 Rife Way, Ferring, West Sussex, BN12 5JY

You have the right to make a complaint at any time to the **Information Commissioner's Office (ICO)**, the UK regulator for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.

### 2. The Data We Collect About You

Personal data, or personal information, means any information about an individual from which that person can be identified. We may collect, use, store, and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data:** Includes first name, maiden name, last name, username or similar identifier, and title.
- **Contact Data:** Includes billing address, delivery address, email address, and telephone numbers.

- **Financial Data:** Includes bank account and payment card details.
- **Transaction Data:** Includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data:** Includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, and operating system and platform on the devices you use to access this website.
- **Usage Data:** Includes information about how you use our website, products, and services.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from us and our third parties and your communication preferences.

### 3. How We Collect Your Personal Data

We use different methods to collect data from and about you, including through:

- **Direct Interactions:** You may give us your Identity, Contact, and Financial Data by filling in forms or by corresponding with us by post, phone, email, or otherwise.
- **Automated Technologies or Interactions:** As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions, and patterns. We may collect this personal data by using cookies, server logs, and other similar technologies.
- **Third Parties or Publicly Available Sources:** We may receive personal data about you from various third parties, such as analytics providers (like Google) and search information providers based outside the UK.

### 4. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of a Contract:** Where we need to perform the contract we are about to enter into or have entered into with you.
- **Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

- **Comply with a Legal Obligation:** Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third-party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

### **Purposes for Which We Will Use Your Personal Data**

Below is a description of the ways we plan to use your personal data, and which of the legal bases we rely on to do so:

<b>Purpose/Activity</b>	<b>Type of Data</b>	<b>Lawful Basis for Processing</b>
To register you as a new customer	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract with you</li> </ul>
To process and deliver your order	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Financial</li> <li>• Transaction</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract with you</li> <li>• Necessary for our legitimate interests (to recover debts)</li> </ul>
To manage our relationship with you (e.g., notifying you about changes to our terms or privacy policy)	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Profile</li> <li>• Marketing/ Comms</li> </ul>	<ul style="list-style-type: none"> <li>• Performance of a contract with you</li> <li>• Necessary to comply with a legal obligation</li> <li>• Necessary for our legitimate interests (to keep records updated)</li> </ul>
To administer and protect our business and website (including troubleshooting, data analysis, testing, system maintenance)	<ul style="list-style-type: none"> <li>• Identity</li> <li>• Contact</li> <li>• Technical</li> </ul>	<ul style="list-style-type: none"> <li>• Necessary for our legitimate interests (running our business, provision of administration and IT services, network security)</li> <li>• Necessary to comply with a legal obligation</li> </ul>

## 5. Disclosures of Your Personal Data

We may share your personal data with the parties set out below for the purposes set out in the table above.

- **Internal Third Parties:** Other personnel within The Kinship Collective Limited.
- **External Third Parties:** Service providers acting as processors who provide IT and system administration services.
  - Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors, and insurers based in the UK.
  - HM Revenue & Customs, regulators, and other authorities based in the United Kingdom who require reporting of processing activities in certain circumstances.
- **Third parties** to whom we may choose to sell, transfer, or merge parts of our business or our assets.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes.

## 6. International Transfers

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data.
- Where we use certain service providers, we may use specific contracts approved for use in the UK (such as the International Data Transfer Agreement or Addendum) which give personal data the same protection it has in the UK.

## 7. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. In

addition, we limit access to your personal data to those employees, agents, contractors, and other third parties who have a business need to know.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 8. Data Retention

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements.

By law, we have to keep basic information about our customers (including Contact, Identity, Financial, and Transaction Data) for six years after they cease being customers for tax purposes.

## 9. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You have the right to:

- **Request access** to your personal data (commonly known as a "data subject access request").
- **Request correction** of the personal data that we hold about you.
- **Request erasure** of your personal data.
- **Object to processing** of your personal data where we are relying on a legitimate interest.
- **Request restriction of processing** of your personal data.
- **Request the transfer** of your personal data to you or to a third party.
- **Withdraw consent at any time** where we are relying on consent to process your personal data.

If you wish to exercise any of the rights set out above, please contact us at [thekinshipcollectiveuk@gmail.com](mailto:thekinshipcollectiveuk@gmail.com).

## 10. Contact Details

If you have any questions about this privacy policy or our privacy practices, please contact us at:

- **Full name of legal entity:** The Kinship Collective Limited
- **Email address:** [thekinshipcollectiveuk@gmail.com](mailto:thekinshipcollectiveuk@gmail.com)
- **Postal address:** 49 Rife Way, Ferring, West Sussex, BN12 5JY

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