



# Barkworthy Gifts Privacy Policy

Effective Date: 1<sup>st</sup> March 2026

This Privacy Policy explains how Barkworthy Gifts (“we”, “us”, “our”) collects, uses, and protects your personal data when you visit our website [www.barkworthygifts.co.uk](http://www.barkworthygifts.co.uk).

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

## 1. Who We Are

Barkworthy Gifts

Email: [barkworthygifts@mail.com](mailto:barkworthygifts@mail.com)

Business Address: [Burnham on Sea, Somerset

We are the data controller responsible for your personal data.

## 2. What Information We Collect

We may collect and process the following personal data:

### Information You Provide to Us

- Full name
- Email address
- Billing and shipping address
- Phone number
- Order details
- Messages you send via contact forms

### Payment Information

Payments are processed securely via Wix Payments and/or third-party providers (such as Stripe or PayPal). We do not store full card details on our servers.

### Automatically Collected Information

When you visit our website (hosted on Wix), we may collect:

- IP address
- Browser type and device information
- Pages visited and time spent
- Referral source

This is collected via cookies and analytics tools.

### **3. Lawful Basis for Processing (UK GDPR)**

Under UK data protection law, we rely on the following lawful bases:

- Contract – To process and fulfil your orders
- Legal obligation – For accounting and tax records
- Legitimate interests – To improve our website and prevent fraud
- Consent – For marketing emails and optional cookies

You may withdraw consent at any time.

### **4. How We Use Your Data**

We use your personal data to:

- Process and deliver your orders
- Communicate about your purchase
- Provide customer support
- Improve website performance
- Send marketing emails (only if you opt in)
- Comply with legal obligations

We do not sell your personal data.

### **5. Email Marketing**

If you opt in, we may send promotional emails about new products or offers.

You can unsubscribe at any time by:

- Clicking the unsubscribe link in any email
- Contacting us at [barkworthygifts@mail.com](mailto:barkworthygifts@mail.com)

We do not collect or store SMS numbers.

### **6. Cookies & Tracking Technologies**

Our website (hosted by Wix) uses cookies to:

- Enable essential website functionality
- Analyse website traffic
- Remember user preferences

Non-essential cookies (such as analytics) are only used with your consent via our cookie banner.

You can manage cookie preferences through your browser settings or our cookie consent tool.

## **7. Sharing Your Data**

We may share your information with trusted third parties, including:

- Wix (website hosting provider)
- Payment processors (e.g., Stripe, PayPal)
- Shipping and delivery providers
- Accountants or legal advisors (if required)

Some of these providers may process data outside the UK. Where this occurs, appropriate safeguards (such as Standard Contractual Clauses) are in place.

## **8. Data Retention**

We retain personal data only as long as necessary:

- Order and financial records: up to 6 years (for tax purposes)
- Marketing data: until you withdraw consent
- Customer enquiries: as reasonably necessary to resolve issues

## **9. Your Data Protection Rights**

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request erasure (“right to be forgotten”)
- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent at any time

To exercise your rights, email: [barkworthygifts@mail.com](mailto:barkworthygifts@mail.com)

If you are unhappy with how we handle your data, you have the right to complain to the:

Information Commissioner’s Office (ICO)

Website: <https://www.ico.org.uk>

## **10. Data Security**

We implement appropriate technical and organisational measures to protect your personal data. However, no online transmission is completely secure.

## **11. Children’s Privacy**

Our website is not intended for children under 13, and we do not knowingly collect data from children.

## **12. Changes to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.