

# VEGAN Happy Clothing – Privacy Policy



## **Our contact details**

Name: **VEGAN Happy Clothing** (the trading name of 'Happy Vegan Clothing Company Ltd.,) Attn: Lorri Delahunty

Address: 34 & 35 Anglo House, Worcester Road, Stourport on Severn, Worcestershire DY13 9AW.

Phone #: 01299 212747

E-mail: lorri@veganhappyclothing.co.uk

## **The type of personal information we collect**

We currently collect and process the following information:

- Name, contact details, and addresses, information you give when you place an order or subscribe to our mailing list.
- If you place an order, our systems record how you pay i.e. PayPal/Stripe, etc, so we are able to refund easily if necessary.
- We do not hold any other data for our customers.
- Members of our loyalty programme are able to enter more personal details such as their birthday and this is kept separately within our Smile Rewards Programme which is attached to our website (separately stored and secure).

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Customer submission on our website [www.veganhappyclothing.co.uk](http://www.veganhappyclothing.co.uk) either as a new subscriber or via a purchase in our shop.
- We obtain data in no other way.

We use the information that you have given us in order to:

- Manage your orders and process your payments.

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- Send you marketing emails and offers we feel would be appropriate to you.
- Promotions and offers that we feel would be relevant to you as vegans who have expressed interest in our clothing or services.
- Update you with information on our campaigns as you have requested to receive.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

**(a) Your consent.** You are able to remove your consent at any time. You can do this by clicking UNSUBSCRIBE at the bottom of any of our emails or by contacting [lorri@veganhappyclothing.co.uk](mailto:lorri@veganhappyclothing.co.uk)

**(b) We have a contractual** obligation and will only use this information to send you information we believe that would be relevant to our clothing brand. We will not sell your data on ever but we may need to share this with outside parties and suppliers who are helping us fulfil our work, such as our courier who will be handling your deliveries and therefore will have sight of your information when transferring these packages (just name, address, and telephone number).

**(c) We have a legal obligation** to ensure that your data is protected and we assure you we guard your information closely. Please see b) above about how we use your data. At the office, it is stored securely and only Directors of VEGAN Happy have access to this data and usage.

**(d) We have a vital interest** in keeping your data safe and you protected and we guard it closely.

**(e) We have a legitimate interest** in keeping this data as you have subscribed with us or ordered from us, thereby showing legitimate interest in what we are doing and communications you would like to receive.

## How we store your personal information

Your information is securely stored in the backend of our website of which only the Directors have access.

We keep your contact details and information you subscribe with indefinitely, but you can unsubscribe at any time (details of how to do this are further up in this privacy notice).

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*\* If anything happens to VEGAN Happy and we decide to close, your data will be disposed of securely and we will advise you when that is being done*

## **Your data protection rights**

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at **lorri@veganhappyclothing.co.uk – tel: 07714 493353** if you wish to make a request.

## **How to complain**

If you have any concerns about our use of your personal information, you can make a complaint to us at...

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You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>