



**EARTHIAN**  
ZERO WASTE SHOP  
Winchester

## **EARTHIAN GOODS LTD PRIVACY POLICY**

### **Our contact details:**

Earthian Goods Ltd, trading as Earthian Zero Waste Shop  
9a Parchment Street, Winchester, Hampshire, SO23 8AT  
01962 842532  
hello@earthianzerowasteshop.co.uk

### **What personal information do we collect:**

Personal identifiers, contacts and characteristics (for example, name and contact details)  
Email addresses  
Customer financial information  
Employee data  
Website user statistics (non-identifiable)

### **How we gather personal information, and why:**

Most of the personal information that we collect and store is provided to us voluntarily, and directly, for the following purposes:

- As a sign up for our newsletter, stored until unsubscribed so that we can send regular updates
- Through our contact us form, so that we can get back in touch with you about your query
- To make purchases on our online platform, such as click and collect and home delivery

We also receive information indirectly through our website, this information is non-identifiable and allows us to track where most of our website traffic originates and helps us to improve our reach.

We do not share any personal information with any third party organizations or individuals. We store your information securely, using compliant and protected servers.

Under the UK General Data Protection Regulation UK (GDPR), the lawful bases we rely on for processing this information is your consent. You are able to remove your consent at any time. You can do this by emailing us at: [hello@earthianzerowasteshop.co.uk](mailto:hello@earthianzerowasteshop.co.uk)

### **Your data protection rights:**

Under data protection law, you have the right to:

- Access and request copies of your personal information.
- Rectify any personal information that you think is inaccurate or incomplete.
- Ask us to erase your personal information, in certain circumstances.
- Object to us processing your personal information, in certain circumstances.
- Request your personal information be transferred to another organization, 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 [hello@earthianzerowasteshop.co.uk](mailto:hello@earthianzerowasteshop.co.uk) if you would like 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: [hello@earthianzerowasteshop.co.uk](mailto:hello@earthianzerowasteshop.co.uk)

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

The ICO's address is:

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

0303 123 1113

[www.ico.org.uk](http://www.ico.org.uk)