



DATA AND PRIVACY POLICY

Our Data and Privacy Policy explains the way in which Emma Pratt Trading as trading as Elsie&Tom collect, use, maintain, protect, and disclose the personal information of the users of our website and all the products and services offered by Emma Pratt Trading as trading as Elsie&Tom

About us

Company Name: Emma Pratt Trading as Elsie&Tom

Registered office address: The Firs, Stone Lodge Lane, Ipswich, Suffolk, IP2 9AR

Organisation Name: Mrs Emma Pratt

ICO Data protection registration reference: ZB383231

Date of registration: 27th September 2023

Registration Expiries: 27th September 2024

Nature of work – Manufacturing, retail & wholesale of goods

The following is a comprehensive description of the way Emma Pratt Trading as Trading as Elsie&Tom, as a data controller processes personal information. To understand how your own personal information is processed you may need to refer to any personal communications you have received from us, check any privacy notices we have provided or contact us directly to ask about your personal circumstances and how this Data and Privacy Policy applies to you.

Your information and how we use it

This Data and Privacy Policy tells you what to expect when Emma Pratt Trading as trading as Elsie&Tom collects personal information about you when you engage with us. It also explains how we'll process that data, and keep it safe.

We only collect personal and financial information such as your name, address, telephone number, bank details and email address when you provide it to us, or when you have given a third party permission to share your information with us.



We will only use the data captured for specific purposes in relation to the provision of services from Emma Pratt Trading as trading as Elsie&Tom, whether that's as part of the follow up process originally instigated by you (**Consent**) or as part of the provision of a service (**under provision of a contract**). We may also use your information to keep you up to date with relevant services and useful updates from Emma Pratt Trading as Trading as Elsie&Tom (**legitimate interest**). At all times recipients will be given the option to opt-out of communications and or have their personal data removed if requested and so long as this removal is not against business practices under law (**legal obligation**). In rare cases we may have need to process information under (**Vital interests**) or in the where information is in the public's interest or to perform official functions (**Public task**).

Description of processing

The lawful bases for processing are set out in Article 6 of the GDPR. At least one of these will apply whenever we process personal data:

(a) Consent: you have given clear consent for us to process your personal data for a specific purpose.

(b) Contract: the processing is necessary for a contract we have with the you, or because you have asked us to take specific steps before entering into a contract with you.

(c) Legal obligation: the processing is necessary for us to comply with the law (not including contractual obligations).

(d) Vital interests: the processing is necessary to protect someone's life.

(e) Public task: the processing is necessary for us to perform a task in the public interest or for Emma Pratt Trading as Trading as Elsie&Tom official functions, and the task or function has a clear basis in law.

(f) Legitimate interests: the processing is necessary for Emma Pratt Trading as Trading as Elsie&Tom legitimate interests or the legitimate interests of a third party unless there is a good reason to protect your personal data which overrides those legitimate interests.

Reasons/purposes for processing information

We process personal information to enable us to:

- Provide product specific updates
- Maintain our accounts and records
- Promote our services and products



- Undertake research
- Support and manage our employees

Type/classes of information processed

- We process information relating to the above reasons/purposes. This information may include:
 - Personal details such as name, address, place of work, telephone and email addresses
 - Membership details
 - Goods and services
 - Family details
 - Lifestyle and social circumstances
 - Financial details
 - Education and employment details

We do not process any information relating to:

- Physical or mental health details
- Racial or ethnic origin
- Religious or other beliefs of a similar nature
- Offences and alleged offences
- Trade union membership

Who the information is processed about

We process personal information about our:

- Client
- Employees
- Suppliers
- Enquirers and complainants
- Survey respondents
- Professional advisers and consultants
- Visitors to our website
- Visitors to our social media platforms

Who the information may be shared with

We sometimes need to share the personal information we process with the individual themselves and also with other organisations. Where this is necessary, we are required to comply with all aspects of the Data Protection Act (DPA) now GDPR as of 25th May 2018. What follows is a description of the types of organisations we



may need to share some of the personal information we process with for one or more reasons.

Where necessary or required we share information with:

- Current, past or prospective employers
- Suppliers and service providers like Royal Mail, couriers and delivery agents
- Financial organisations
- Family, associates and representatives of the person whose personal data we are processing
- Trade associations and bodies
- Professional advisers and consultants
- Central government
- Employment and recruitment agencies
- Business associates
- Survey and research organisations
- Credit reference agencies
- Debt collection agencies

Transfers of Data

GDPR imposes restrictions on the transfer of personal data outside the European Union, to third countries or international organisations. These restrictions are in place to ensure that the level of protection of individuals afforded by the GDPR is not undermined.

It may sometimes be necessary to transfer personal information overseas. Emma Pratt Trading as Trading as Elsie&Tom will only transfer personal data where the organisation receiving the personal data has provided us with adequate safeguards and where your rights must be enforceable and effective legal remedies for individuals must be available following the transfer.

Visitors to our website

When someone visits www.elsieandtom.co.uk we use the following third party services:

- Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way- which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.
- Facebook and Instagram pixels are used



- Klaviyo for data capture and communication purposes

Functionality on our website relies on the use of Cookies find out more through our Cookie Notice Policy which can be found further on in this document.

If collect personally identifiable information through our website in order to process payment of products, shipping and delivery information, this will be clear to the visitor.

Personal data via third party services

Emma Pratt Trading as Trading as Elsie&Tom will collect and store your personal data provided from third parties only when you have given permission for it to be supplied. For example, at events and conferences. This data will only be used for the purposes of relevant follow-up activity (legitimate interest). If after 12months we have not engaged with you further, then your data records will be stored and encrypted so there are no personal identifies are associated with this record. This data will only be used for the purposes of Emma Pratt Trading as Trading as Elsie&Tom research and development. Your records will not be sold to third parties.

Job applicants and our current and former employees

Emma Pratt Trading as Trading as Elsie&Tom is the data controller for the information you provide during the application process unless otherwise stated. If you have any queries about the process or how we handle your information please contact emma@epmarketing.co.uk

Your information and how we collect and use it.

We collect information about you when you complete one of the forms on our website www.elsieandtom.co.uk and is transmitted over HTTPS to our web server. We also collect data and information about you in one-to-one meetings, via email and over the phone. This will include your name, contact information and where relevant financial information, along with any other information you choose to provide us at any of the above data collection points.

The information will be used to respond to your enquiry, or contact you about a service or product, that you have shown to have an interest in.

The information will be used solely by Emma Pratt Trading as Trading as Elsie&Tom and will not be shared with any other third party.



Your personal Information will be stored on our CRM and our financial systems purely for the purpose of providing services you have engaged with us to provide and on for future marketing and industry related updates that will be relevant to you. In this case your information may be processed outside of the European Economic Area (EEA).

Data for marketing purposes

Where you subscribe to a data capture form on our website or via social media platforms, we will only use your data for marketing purposes or to administer our loyalty scheme. If you have provided your telephone or email or both in an online form and submitted that to us we will only use this for marketing of Elsie&Tom products and services. We will always and in line with GDPR standards and legal requirements enable you to unsubscribe from any marketing channels we may use as and when you want to.

DATA FOR SMS MARKETING

The Elsie&Tom mobile message service (the "Service") is operated by Emma Pratt Trading as Elsie&Tom ("Elsie&Tom", "we", or "us"). Your use of the Service constitutes your agreement to these terms and conditions ("Mobile Terms"). We may modify or cancel the Service or any of its features without notice. To the extent permitted by applicable law, we may also modify these Mobile Terms at any time and your continued use of the Service following the effective date of any such changes shall constitute your acceptance of such changes.

By consenting to Elsie&Tom's SMS/text messaging service, you agree to receive recurring SMS/text messages from and on behalf of Elsie&Tom through your wireless provider to the mobile number you provided, even if your mobile number is registered on any state or federal Do Not Call list. Text messages may be sent using an automatic telephone dialing system or other technology. Service-related messages may include updates, alerts, and information (e.g., order updates, account alerts, etc.). Promotional messages may include promotions, specials, and other marketing offers (e.g., cart reminders).

You understand that you do not have to sign up for this program to make any purchases, and your consent is not a condition of any purchase with Elsie&Tom. Your participation in this program is completely voluntary.

We do not charge for the Service, but you are responsible for all charges and fees associated with text messaging imposed by your wireless provider. Message frequency varies. Message and data rates may apply. Check your mobile plan and contact your wireless provider for details. You are solely responsible for all charges related to SMS/text messages, including charges from your wireless provider.



You may opt-out of the Service at any time. Text the single keyword command STOP to ElsieAndTom or click the unsubscribe link (where available) in any text message to cancel. You'll receive a one-time opt-out confirmation text message. No further messages will be sent to your mobile device, unless initiated by you. If you have subscribed to other Elsie&Tom mobile message programs and wish to cancel, except where applicable law requires otherwise, you will need to opt out separately from those programs by following the instructions provided in their respective mobile terms.

For Service support or assistance, text HELP to ElsieAndTom or email hello@elsieandtom.co.uk.

We may change any short code or telephone number we use to operate the Service at any time and will notify you of these changes. You acknowledge that any messages, including any STOP or HELP requests, you send to a short code or telephone number we have changed may not be received and we will not be responsible for honouring requests made in such messages.

The wireless carriers supported by the Service are not liable for delayed or undelivered messages. You agree to provide us with a valid mobile number. If you get a new mobile number, you will need to sign up for the program with your new number.

To the extent permitted by applicable law, you agree that we will not be liable for failed, delayed, or misdirected delivery of any information sent through the Service, any errors in such information, and/or any action you may or may not take in reliance on the information or Service.

We respect your right to privacy.

Grounds for processing

We are processing the information you provide under the legal grounds of our legitimate interest, we will use the information provided for legitimate business purposes such as contacting you in response to an enquiry submitted through our website. We have carried out a legitimate interest assessment on the data we collect to support this decision.

Your rights

You have rights over the information that Emma Pratt Trading as Trading as Elsie&Tom have collected from you, these include the following:



Right to be informed

We provide 'fair processing information' through our privacy notice.

Right of access

We will confirm to you that we process your data, and to provide access to any personal information we hold about you should you request this information in writing.

Right of rectification

If any data we hold about you is incomplete or inaccurate we will correct the information we hold and notify you by email or in writing of the corrections made.

Right to erasure (the right to be forgotten)

Where there is no compelling reason for the continued processing of your information we will erase this.

Right to restrict processing

We will stop processing or block your data on request. We may hold enough information to ensure that we can respect this restriction in the future. e.g. We may hold your email address on a list to prevent it being processed in the future.

Right to data portability

In certain circumstances you may request your data in a commonly used and machine readable, format.

Right to object

You may object to us processing your data, unless the processing is for the establishment, exercise or defence of legal claims.

If you'd like to access or correct the data we hold, please contact us.

Rights related to automated decision-making including profiling

Emma Pratt Trading as Trading as Elsie&Tom do not automate any decision making with your information.

You can read more about your individual rights on the Information Commissioner's Office [website](#).



Protecting your information

We know how much data security matters. We will treat your data with the utmost care and take all appropriate steps to protect it.

Your information is only accessed by people who need it to perform their role.

Your personal data is encrypted at rest and in transit as far as possible, we secure the information you submit through elsieandtom.co.uk using 'https'. However this does not account for personal errors and where there has been a breach of data we will comply with the GDPR regulations and report all activities of breach to the ICO.

Your data may, occasionally, be sent outside the European Economic Area (EEA). As described in this notice. In these cases your information will remain secure and confidential.

We will retain personal information only for so long as the information is necessary to fulfil your request, or until you exercise one of your rights.

Complaints or queries

Emma Pratt Trading as Trading as Elsie&Tom tries to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures.

This privacy notice was drafted with brevity and clarity in mind. It does not provide exhaustive detail of all aspects of Emma Pratt Trading as Trading as Elsie&Tom collection and use of personal information. However, we are happy to provide any additional information or explanation needed. Any requests for this should be sent to emma@epmarketing.co.uk. You may also complain to the supervisory authority in the UK, the ICO. Various contact details are listed on the ICO [Report a concern page](#).

Links to other websites

This privacy notice does not cover the links within this site to other websites. We encourage you to read the privacy statements on other websites you visit.

COOKIE NOTICE POLICY

Our Cookie Notice explains the way in which Emma Pratt Trading as Trading as Elsie&Tom and Tom use cookie on our website elsieandtom.co.uk

What is a Cookie and why are they used?

Cookies are small text files that are placed onto your computer by websites that you visit. They are utilised in order to make websites work and to provide information to the site owners like the number of times you visit a site or how long you stay on a site.

The table below shows the cookies we use and why.

Cookie code	Cookie provider	Expires after	Description of cookie
_utma	Google Analytics	2 years	This keeps track of the number of times a visitor has been to the site, when their first visit was, and when their last visit occurred. More information
_utmb	Google Analytics	30 minutes	This cookie helps calculate how long a visit takes by collecting a timestamp of the exact moment in time when a visitor enters the site. More information
_utmc	Google Analytics	End of session	This cookie helps calculate how long a visit takes by collecting a timestamp of the exact moment in time when a visitor leaves the site. It stays for 30 minutes for another pageview to happen, and if it doesn't, it expires. More information
_utmz	Google Analytics	End of session	This keeps track of where the visitor came from, what search engine was used, what link was clicked on, what keywords used, and where in the world the site was accessed from. More information

_atuvc	AddThis	2 years	The _atuvc cookie is created and read by the AddThis social sharing site JavaScript on the client side in order to make sure the user sees the updated count if they share a page and return to it before our share count cache is updated. No data from that cookie is sent back to 'AddThis' and removing it when disabling cookies would cause unexpected behaviour for users. <u>More information</u>
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Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.allaboutcookies.org.

Useful links that explain how to access cookie settings in various browsers

[Cookie settings in Firebox](#)

[Cookie settings in Internet Explorer](#)

[Cookie settings in Google Chrome](#)

[Cookie settings in Safari \(OSX\)](#)

[Cookie settings in Safari \(iOS\)](#)

[Cookie settings in Android](#)

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

Changes to this Privacy notice and Cookie policy

We keep our policies under review – latest review: 28 July 2023.

How to contact us - If you want to request information about our privacy policy you can email us on hello@elsieandtom.co.uk or write to:

Emma Pratt
Data Privacy Compliance Officer



Emma Pratt Trading as Trading as Elsie&Tom – The Firs, Stone Lodge Lane, Ipswich,
Suffolk IP2 9AR,