

# Fiesta Crafts Ltd Privacy Policy

## 1. About Fiesta Crafts

Fiesta Crafts is a toy manufacturer based Waltham Abbey, UK. Established in 1990, we specialise in toys for children from birth onwards using traditional materials including wood, fabrics and magnets. Our address is M25 Business Centre, 121 Brooker Road, Waltham Abbey. EN9 1JH. UK. Tel: 020 8804 0563

Email: [sales@fiestacrafts.co.uk](mailto:sales@fiestacrafts.co.uk) Website: [www.fiestacrafts.co.uk](http://www.fiestacrafts.co.uk)

## 2. Definitions

**Personal data** is defined under Article 2 of the European Data Protection Directive as “*any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.*” ICO website.

**Trade Data** is information relating to a business which is either a customer or potential customer for Fiesta Crafts and may contain some personal data which is normally limited to names and email addresses.

**Consumer Data** is personal data relating to individuals who may have purchased directly from the Fiesta Crafts website or subscribed to a mailing list

## 3. Data Collection statement

Your data may be collected via your request, a web form or direct contact with Fiesta Crafts (e.g. phone, post, email, in person). Fiesta Crafts holds information about private individuals and individuals within businesses to enable us to process orders, manage your account and, if you agree, communicate news, offers, promotions and other information relating to the company and its products. We may use your transaction information or other interactions to promote products that may also be of interest to you.

## 4. Data Held by Fiesta Crafts

The type of personal data that Fiesta Crafts holds will include some or all of:

Name

Email address

Postal address

Phone number/s

Business transactions that you have made.

Details of any interactions that you may have made with Fiesta Crafts.

## 5. Consent

In order to gain consent, we ask you to opt in so that we can be sure that you wish to receive information. Opt in boxes will give you the option of the method of communication(s) that you consent to. These boxes will be unticked and require you to tick them to signal consent:

Email

Post

## Phone

You can change your preferences at any time or opt out completely via a link to an update form which can be found on any marketing email from us. You can of course update preferences or opt out by contacting Fiesta Crafts directly.

If you wish to opt out of some, but not all communications, we will update this on our records to ensure that we only contact you through your desired methods.

If you wish to opt out of all communications we will reduce the data we hold for you to the minimum necessary to ensure that we do not contact you again. You may choose to opt back in at any time. Please note that for essential communications connected to your purchases you do not need to provide your consent and we will continue to hold this data for 5 years.

If you are under the age of 13, you will need your parent or guardian's consent before you can provide any personal data to us for purposes of registration and other online activities.

Any information provided to us is held in-house or in a secure datacentre, which can only be accessed via Secure ID by Fiesta Crafts personnel. Your data may be held or processed outside of the EU.

## 6. Sharing of personal data

Fiesta Crafts will share **trade data** among employees, official distributors for companies in their territories as well as contracted sales agents. They will use the limited personal data for the specific purposes of trading. If such data is transmitted outside our servers, files will be encrypted with an access key that is sent via a separate mode (e.g. text message) for security purposes.

Fiesta Crafts does not share personal data with any third-party for their marketing purposes. We may transfer data in order to perform a required marketing function, e.g. for mailouts, and newsletters. For this, we only use trusted partners with GDPR-compliant Privacy policies and data is transferred using encryption or via secure servers. The personal data is removed from their systems when the contracted function is complete. These entities will not use your personal data for any other purpose, and have agreed to maintain the confidentiality, security, and integrity of the personal data they obtain from us.

We may disclose personal data in the good faith belief that we are required to do so by law, including, but not limited to, disclosure to law enforcement or other government officials in connection with an investigation of fraud, intellectual property infringements, or other activity that is illegal or may expose you or us to legal liability.

Fiesta Crafts does not sell, rent, or otherwise disclose personal data collected from and about its users (including children under 13) to third parties. However, in the event of a merger, acquisition, reorganization, bankruptcy, or other similar event, Fiesta Crafts' customer information may be transferred to Fiesta Crafts' successor or assign, if permitted by and done in accordance with applicable law.

If you are lucky enough to win a prize event that we are managing, we will require your name and address in order to send out the prize. Once you inform us that this has been successfully delivered, we will delete your data within 30 days.

## Website Data Privacy

### 7. Note to Children

If you are ever unsure about anything you have seen on Fiesta Crafts' website, ask your parent or guardian for help.

### 8. Cookies

Cookies are used to track your basket and removed once you check out. Cookies may also be used to provide a bespoke experience when visiting the site. These cookies are not linked to you individually and expire when you close your session.

### 9. Online Store – Mal's & Paypal

Basket processing is processed via MAL's ECOMMERCE ([www.mals-e.com](http://www.mals-e.com)) using a SSL (Secure Sockets Layer).

Privacy statement from Mal's: *We do not keep customer data beyond the routine back-up of the live database which is made for purely operational reasons. Customer data belongs to the merchant, not to Mal's e-commerce Limited, we just store it for you temporarily on our hard disks. There are no circumstances under which we would pass on customer data to anyone other than the merchant to whom it belongs.*

The basket and delivery information is then sent through to Paypal Inc ([www.paypal.com](http://www.paypal.com)) for payment processing. All bank or bankcard details are securely processed by Paypal and are not forwarded to Fiesta Crafts. Fiesta Crafts can only access from Paypal and Mal's information necessary to complete the transaction such as name, mailing address, phone number and e-mail address. The data is held by Mal's for 8 weeks before they delete it.

### 10. Messaging via the website or email.

If you choose to use the site contact form or send an e-mail to us, we will only use personal data (such as name, mailing address and e-mail address) contained in your e-mail to respond to your specific inquiry or comments in the e-mail. Although we may retain your e-mail for a period of time, we will not use any personal data contained in your e-mail for any purpose other than responding to your specific inquiry or comments.

### 11. Changes to Privacy Statement

We may change this statement. If we make a material change to this Privacy Policy, we will notify you by contacting you through your consented methods of communication and you will have, as always, the opportunity to opt out. We will also keep the latest version of the policy posted on our website.

### 12. Questions and Complaints

Any questions or complaints about data held or collected by Fiesta Crafts or this privacy statement can be addressed by contacting us at [webmaster@fiestacrafts.co.uk](mailto:webmaster@fiestacrafts.co.uk).