**Privacy Policy**

This privacy policy was created by inSilver and based on GDPR (General Data Protection Regulation) requirements for the new update: May 2018. This document may be updated periodically.

It describes how your information is collected, used and stored whether you made a purchase at an event, via the website or by making contact via email or telephone.

At inSilver, we respect your privacy and do not share or sell any contact details or other information, to third party organisations and do not intend to in the future!

**Information collected.**To continue communications and/or in order to complete your order, you will have provided your name, postal address, telephone number and email address on a contractual basis.

This information will be used by inSilver until your order is completed. We respect that it is intended solely for our use, to enable us to contact you should there be a query with your order and to process and complete your order. Your information is stored electronically and is password protected, we are required to make hard copies for invoice purposes for financial accounts, these are stored in a lockable cupboard when not in use.

**Data retention**Your contact and order details will be used by inSilver for the shortest time possible, this is until your order has been completed. Our financial accounts, i.e. - invoices containing your name, contact details and order, will be held in our lockable storage facility. To enable us to maintain adequate and accurate business and financial records, HMRC requires us to hold this information for up to seven years. After this time the paper documents will be shredded.

**Payments and Data Protection**If payment for goods is made via the iZettle, Paypal or Worldpay checkouts (via our hand held terminal or website), these third party agencies will securely hold your details. Sensitive information such as bank or card details are not shared with inSilver.

To comply with Worldpay as a trader, inSilver are required on an annual basis to review our data handling policy along with a preventing a data compromise to comply with their strict 'Safer Payments' requirements. The Payment Card Industry Data Security Standard (**PCI DSS**) is a set of security standards designed to ensure that ALL companies that accept, process, store or transmit credit card information maintain a secure environment. This compliance insures that we are protecting you and our business.

**Email sign ups** .  
We have created an email sign up box on the website, where you will input your name and email address only, granting us consent to send emails with news, offers and information on products and events.

Our emails will not fill your in-box full of spam, it is unlikely that you will even hear from us on a monthly basis! However, should you prefer to not hear from us at all, simply click unsubscribe on the email and your details will be deleted from our contacts list - forever!

Our emailed newsletters are processed by Mailchimp a third party, based in the USA, who hold their own strict GDPR compliance, protected by Privacy Shield. InSilver will input your name and email address, it will be used for no other purpose than for processing the inSilver marketing email, Mailchimp do not share your details within their corporation or to any other outside parties. Please check their policy if you require more information. https://mailchimp.com/legal/privacy/

**Contact forms and email enquiries.**  
If you contact us via the inSilver contact form on the website or via email, we will only use your information to answer queries regarding our services, products, order updates or any other information that you require from us. We will not add your information to a mailing list or pass on your details to third parties. We will only use your data to respond to you.

**Cookies and Google Analytics**The inSilver website relies on Cookies and Google Analytics to analyse visits to the website to provide us with information on how visitors find the website, how many visits are made per day and to give us an indication of the most popular products and pages. It might sound downright boring but it is actually quite inspiring knowledge! We are not able to identify an individual but the cookies and Google analytics software will record your computer's IP address, although this information is not transferred or shared with inSilver. You can at any time, disable cookies on your browser which will stop Google Analytics or any other cookie tracker from tracking your website visit history.

**Your rights.**You have rights in relation to your personal information. By contacting me using the details below, a copy of the information held on you can be sent to you.

You have the right to change, restrict or delete the information held by inSilver. Your contact details can be removed upon request, with the exception for legal reasons of financial accounts.

You have the right to object to any marketing correspondence, your details will be promptly removed by request.

You have the right to complain, without prejudice to your local Data Protection Authority, ICO (Information Commissioners office: www.ico.org.uk) if you have any concerns about the way your information has been used.

**Our contact details:**   
Our data controller is inSilver. The processor is Aimi McKeown, inSilver business owner.  
Our registered office and shop is: inSilver, 26 Main Road. Sheepy Magna. CV9 3QR.   
studio@insilver.co.uk www.insilver.co.uk 07785 931433