

GDPR Summary for Handmade Studios.

4 The Green, Rowlands Castle.PO9 6BN

Mike Wallis 19/5/18

Handmade Studios is a sole trader business selling yarn and allied items, to the general public. Only three people work in the business. No one else has access to the business data.

Data as related to GDPR falls into the following categories.

Marketing data, Supplier Data, Workshop bookings. Orders and Sales data. This is how we protect each area

Marketing falls into the following areas.

Electronic Newsletter. Mailchimp is the vehicle used to manage and deliver mail shots. No one is on the mail list unless they have personally subscribed. They can subscribe either through our website API (in which case they receive an email inviting them to double confirm) or personally in the shop. In either case, individuals can unsubscribe at any time. The only data stored by us via Mailchimp is email address and first name. To protect against a Mailchimp crash we maintain a single CSV copy of the list on one just one of our laptops, which is password protected.

Facebook and Instagram. These tools are applied in two ways.

Organic promotions. This is where people who have voluntarily 'followed' our Facebook or Instagram pages can view our posts. They

can 'unfollow' at any time. We do not keep a list of followers other than through Facebook and Instagram.

Targeted paid for promotions. This is where we use Facebook to promote a page according to the parameters that we set such as location and interest. We do not know who has been targeted unless they communicate with us via message or comment, or 'follow' our page.

We do not do any 'hard copy' promotions other than handouts in the shop.

Supplier data.

Our suppliers fall into two categories.

Commercial Suppliers and Sale or Return Suppliers. They tend to be companies that distribute to retailers. We keep hard copies of invoices and delivery notes that tend to include addresses and BACS Details. We also generally have emails from them that may contain the same information. We also have hard copy invoices and emails from utility companies. Hard copies are kept in a secure environment; emails are kept on password protected laptops.

Workshop Bookings.

These consist of hardcopy only sheets in a secure environment. They record only Name, Email address and Phone number.

Orders Bookings.

These consist of hardcopy only sheets in a secure environment. They record only Item on order, Name, and Phone number.

Sales Data.

No customer information is kept for over the counter sales (which is 95% of our sales). Sales over the web are generally paid for by PayPal. Therefore we will have an email from PayPal showing Customer Name, email, value and address. These are stored on a password controlled laptop. We also keep a track of web sales so we can offer discounts.

This is an Excel spreadsheet showing name, email and sales value. This also maintained on a password protected laptop.

Who is our data controller?

Jointly Linda Kirkbride (owner) and Mike Wallis (Marketing and Infrastructure Manager)

• What decisions do we make with data collected?

The absolute bear minimum of data is stored, as above. All owners of data know what we have and can request deletion at any time.

• What are we collecting?

See above.

• What will we use it for?

See above.

• How long will the data be stored?

For the life of the business unless deletion requested

• Do we transfer data internationally?

No

• Who else has access to it? Only the three staff work in the shop.