

Privacy Policy

This Privacy Policy explains what personal information Echium World collects about you and how it is used by us.

Where we stand on privacy

Echium World recognises that your personal information is sensitive and private and will therefore always treat it with respect and confidentiality.

It is to the benefit of our customers and ourselves that we manage your information responsibly and with transparency.

Under data protection regulations, you have the right to have your personal information removed at any time from Echium World or indeed, any other company. We make this option clear and simple to achieve for all of our customers.

Who we are

Echium World provides online services and sells products to its customers. To enable us to deliver on our services, we collect personal information about our customers.

We always keep your personal information safe and secure and take a proactive approach to being compliant with government regulations about data protection.

What information do we collect about you?

Much of the information we collect is used to help us identify you. This is helpful for delivering products to you, keeping in contact with you about our products and for dealing with any enquiries you may have about our services.

Personal information we collect includes:

- Full name
- Postal address
- Email address
- Telephone number

When do we collect information about you?

We ask for personal information when

- making a purchase from our online store www.echiumworld.co.uk
- using the contact form on the website
- signing up to receive the newsletter.

Social media platforms and widgets.

Our Websites include social media features, such as the Facebook & Twitter Like button. These features may collect information about your IP address and which page you are visiting on our Website, and they may set a cookie to make sure the feature functions properly. Social media

features and widgets are either hosted by a third party or hosted directly on our Website. We also maintain presences on social media platforms including Facebook, Twitter, and Instagram. Any information, communications, or materials you submit to us via a social media platform is done at your own risk without any expectation of privacy. We cannot control the actions of other users of these platforms or the actions of the platforms themselves. Your interactions with those features and platforms are governed by the privacy policies of the companies that provide them.

How will we use the information about you?

The information we collect about you is used in a number of ways, all of which are either legally required to fulfil our services to you or because you have given us permission to do so. We collect information about you to process your order, to email you in response to a contact you made or to send a newsletter.

Who we share your information with

Like other companies, we need the help of certain providers that enable us to manage our services to you.

The providers we work with only use your personal information for the purposes we stipulate and are strictly prohibited from using your data for any other reason. **We never sell your information to any organisations.**

Our providers support us in sending emails to you, deliver orders, process payments and provide our website service. We can provide a list of our providers if requested.

Access to your information

You have the right to request a free copy of the information that we hold about you at any time. If you would like a copy of your personal information, please email echiumworl@gmail.com. Before we process this request will we need proof of identification to ensure the data is matched correctly and is safe to be despatched to you.

Removal of your information

You have the right to request that your personal information be removed from our systems. The only instance in which certain information is necessary for us to still have in this case is to complete a legal obligation, such as fulfilment of an order.

You can request for your details to be removed by contacting echiumworld@gmail.com

How long do we keep your personal information

Echium World keeps personal information for seven years.

We endeavour to keep your information as accurate as possible and if you consent, we will periodically contact you to ensure information we hold is still accurate.

Other websites

Our website can contain links to other websites. This Privacy Policy only applies to our website.

If you wish to know how your personal information is used on another website visited via Echium World, you will need to refer to their own Privacy Policy.

Changes to our Privacy Policy

We keep our Privacy Policy under regular review and we will place any updates on our website.

How to contact us

Please contact us if you have any questions about our Privacy Policy or information that we hold about you.

- By email echiumworld@gmail.com

Supervisory authority

Further information about the General Data Protection Regulations can be found at <https://ico.org.uk>