

Privacy Policy for Myra Hutton Textiles

Who we are

Myra Hutton Textiles (MHT) is an art-based brand operated by textile artist Myra Hutton.

MHT trades in a variety of ways and so has different types of communication relationships depending on the partner organisation:

- business-to-business by selling wholesale to retailers
- sell in smaller volume to retail consumers, either direct at event or via on-line shop.
- relationships with people in order to stage exhibitions (e.g. gallery operators, and art groups)
- relationships with organisations such as schools or companies in order to stage events such as workshops

This document is the Privacy Policy for MHT. It has been created and is maintained by MHT as part of the measures to comply with the GDPR.

Overview

MHT collects, stores and processes some personal information of its trading associates (suppliers, trade customers, collaborators) and also of retail customers.

The general purpose of this information is to build trading and supporting relationships, to make trade sales (supply contracts), to engage and manage supporting services (for example advertising or exhibiting), to arrange manufacture and delivery of goods, and to make retail sales of goods and to put on events. Therefore the information may be used in marketing, contract fulfilment, accounting. The contact information is also used in order to provide relevant persons or organisations with MHT product news and information, by email, physical post or telephone.

MHT may also make retail sales through a number of channels including direct sales events (e.g. craft fairs) and on-line trading facilities such as ETSY. MHT may collect personal information of **retail customers** through these channels.

Myra Hutton is also the owner of the Barley Bay brand for publication and sale to trade and retail customers of greeting cards and associated products, and much of her art work is used by Barley Bay. You may therefore receive information about Barley Bay where we believe this will be of use of interest to you. The Privacy Policy for Barley Bay is available via the www.barleybay.co.uk website.

MHT has a website www.myrahuttontextiles which is mainly serves as a catalogue of our products and services as well as details of past and upcoming events. The site does give visitors the ability to register their contact details for email updates. This website does not currently but may in the future provide the facility for on-line sales.

MHT utilises an ETSY shop under the associated brand name Barley Bay Etsy/barleybayartcards which provides the facility to make on-line sales on a retail basis. Use of ETSY by MHT and by visitors is subject to the terms and conditions of ETSY.

MHT uses a variety of social media such as Instagram, with a typical user handle of ‘myrahuttontextiles’, use of this is subject to the providers terms and conditions.

Data Controller

MHT is the Data Controller.

Data Processor

Certain data may be stored and processed by third parties on behalf of the Data Controller.

The Data Processors are:

Data Type	Data Processor	Notes
Email addresses of trade contacts. Personal names and physical addresses may (but not always) be held in MailChimp.	MailChimp is used to maintain mailing lists and to send and track email campaigns. TSOHost provides the email server which stores and routes emails.	
Details pertaining to bank transactions with trading partners by online banking (BACS)	The Natwest Bank online banking facilities are used by MHT.	
information of retail customers of our online trading platform	An ETSY shop is used. This is Etsy/Barleybayartcards	<i>Barley Bay is also one of Myra Hutton’s art related brands</i>
Ip addresses of visitors to the www.myrahutton.co.uk website may be collected	Google analytics provides this facility and the ip address is NOT available to MHT	
Postal address and personal name	This will be provided to the carrier enlisted to deliver the item in order for them to make delivery. MHT may use any available carrier for delivery services	
All electronically held personal information	Files may be backup up with a cloud service from BT.Com . This is for storage only.	
The website may provide links to YouTube in order to provide videos of interest to visitors to the website.	YouTube is the video provider.	

Website and online presence, cookies

Website & Cookies

The www.myrahutton.co.uk is a simple website which is used to only present information about the the various products and services from MHT. It does not currently provide an on-line shopping facility, but may do so in the future. It does give visitors the ability to register their details to receive marketing information, this is done through MailChimp

The website uses DYNRSV which is a session cookie. This is used for session load balancing and is an essential cookie to the operation of the site that is always set by the load balancer and does not store any personal information.

The website uses Google Analytics to measure visits to the website, this uses the cookie ‘_ga’ and may collect the ip address of visitors to the website, this information however is not available to MHT. The use of google analytics is subject to Google terms and conditions.

Twitter

The website presents a Twitter feed of the MHT Twitter account, Twitter may place cookies on the visitors computer and collect information about the visit. MHT is not able to see specific information about the visitor, and can only see the normal feedback provided by Twitter, for example follows and likes.

YouTube

The website presents videos via YouTube. YouTube may place cookies on the visitors computer and collect information about the visit. MHT is not able to see specific information about the visitor, and can only see the normal feedback provided by YouTube such as views and likes.

Facebook

MHT has a Facebook ‘Page’ - myrahuttontextiles. This is managed by an Admin who is a member of staff of MHT, which is the usual mechanism for such pages. MHT and members of the public may post information including photos to this page. The purpose of the page is to provide a simple and easily accessible means to share information about MHT. Use of this facility by anybody, whether posting or reading, is subject to the terms of Facebook. Content posted to the page is not controlled by the Admin, the site is not moderated.

Personal Information collected and processed

The personal information we collect may consist of:

- Name
- Contact phone number
- Postal address
- Email address
- Ip address
- Bank details (where there is trading in place)

MHT does not collect Personal Sensitive information as that plays no role in our business.

Trade associates

MHT collects and processes the necessary minimum of personal information for trade associates and processes this in order to support the efficient management of the MHT business.

Much of the contact information we collect and process for trade associates is general business contact information, not personal information, however it is all handled in the same way, as though it were personal information.

A great deal of the contact or personal information is provided directly to MHT by the individual concerned in the form of business cards.

Retail customers

Many retail sales made in a face to face manner will result in no personal information being collected or processed.

However if payment by the customer is made by bank card then this will be through MHT's secure payment facility which is PCI-DSS compliant and MHT will not keep a separate record of any of the bank account information.

Where the purchase is through on-line sales portal, which at this time is ETSY, then only limited personal information will be available to MHT, this will be the information necessary to discharge the sales contract and effect delivery of the item. MHT are bound by the terms of use of ETSY and will not misuse any personal information of customers.

Who can see this information?

MHT is a simple small organisation and the information can only be seen by the owners, including in relation to our other art related brands, which at this time is Barley Bay.

The personal information will not be shared with any other organisation or person other than when mandated by UK law enforcement agencies, HMRC or our accountants.

What if someone asks for my details or email address? MHT will never provide personal details to another party except where needed to fulfil a contract or agreement. If someone asks for your details we will send their request to you so that you may reply to them.

Using personal information to conduct business

Contact information will be used by MHT to support the establishment of business, event and consumer relationships, marketing and discharge of contracts, also the engagement of services that we require. The information will be used to support the efficient operation of the business.

Business contact

Email distribution lists are managed with MailChimp, and provide the ability for the contact to update and delete their details and also to change their contact preferences.

You may delete your contact details at any time, either follow a link provided in a recent email from MHT or email or write to MHT requesting your details to be deleted.

MHT will use the email details to inform recipients about MHT products, services, events and offers.

MHT will use the physical mailing address and contact name to inform recipients about MHT products, services, events and offers.

MHT will use telephone numbers to initiate business conversations with contacts. MHT does not use automated telephone marketing facilities.

Bank Information

MHT uses online banking facility. The online banking facility is only accessible through use of the normal bank logon facility.

MHT will have been issued with Bank Account details to facilitate making or taking payments for sales, supplies or services. MHT will keep these details private.

Social Media

MHT will use any social media platform to support its business objectives. Use of the platforms by MHT is subject to the platforms terms and conditions.

MHT will not breach confidentiality of personal information via these platforms.

Photographs of events and workshops, including of children

The website may present photographs of art and craft events involving, or led by MHTA. This may include photographs of children and identifiable people. Permission is given for these photos to be displayed, either from the adult individual, or from the parents, with a check done by the school at the time so that any children that should be excluded from photos will not be photographed.

Privacy controls

In order to protect the confidentiality, integrity and availability of its business data, MHT uses a range of security measures including individual logon accounts for computers and files servers, together with firewall, backup and security software measures.

Data Breaches

In the event of a data breach where unauthorised access has been made to access member's personal data, all members will be informed by the committee.

If you are unhappy with the way your data has been used you can complain to the Information Commissioner's Office at <https://ico.org.uk>

End of document.