



Privacy Policy for Sandra Hayes (trading as Stitching and Me)

1. Information We Collect

When you subscribe to our newsletter, communicate with us via the contact form on our website, e-mail, or message us, we collect and store only the personal information (data) you voluntarily provide to us. This typically includes:

- Your Name
- Your Email Address
- Your mobile phone number
- Address (in the case of product sales)

2. How We Use Your Information

We use the information you provide via the subscriber, contact form on our website, e-mails, or messages only to:

- Send you the emails you subscribed to (e.g., newsletters, product updates, promotional offers).
- Communicate with you about products and services you have enquired about.
- To send you products you have purchased from us.
- Analyse email engagement metrics (e.g., open rates and clicks) to improve our email deliverability and content quality.

3. Our Purpose and Lawful Basis

Our purposes and lawful basis are to:

- Provide products and services and manage your account (contract necessity)
- Send service communications (contract necessity or legal obligation)
- Improve the site and measure performance (legitimate interest)
- Send marketing e-mails (consent)
- Prevent fraud and secure systems (legitimate interest or legal obligation)

4. Who we Share Data With

Our business is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

We share your data with:

- Wix and cloud providers
- MailerLite, an e-mail marketing platform to send out emails to subscribers. Your data is processed by this provider only to deliver our communications and securely store your preferences.

We do not sell, rent, or trade your personal information with third parties.

5. Your Rights & Opting Out

You are in complete control of your data. You can unsubscribe at any time by clicking the "Unsubscribe" link located at the bottom of every email we send. Alternatively, you can email us directly at stitchingandme@google.com to request the removal or correction of your personal data.

6. Data Retention

If you are a subscriber to our newsletter, we will retain your email address and associated data only for as long as you remain an active subscriber. If you opt-out or unsubscribe, your data will be removed from our active mailing list.

Messages sent to us via the website contact form, e-mail, WhatsApp or other electronic platform that relate to a delivered service (e.g. a workshop) or product sale will be kept for 6 years from the date of our last communication; general enquiries relating to our products or services (which have not resulted in a sale) will be kept for three months from the date of our last communication.

7. Transfer of Data outside the UK or the European Economic Area (EEA)

Your personal data may be transferred outside the UK and the EEA by the companies that we use to help us deliver our goods and services. These include Wix (who initially process data in Israel), Google and MailerLite (both based in the USA).

Each of these countries have been found by the UK Government to have data protection rules 'essentially' equivalent to the UK's laws on data protection (giving them adequacy status). This means that they data can be transferred between the UK and these countries without additional data protection rules being put in place.

If you want to know more about whether a specific country or framework qualifies for data transfers, you can check the [ICO Adequacy Guidance](#) or the [EU Data Transfer Frameworks](#)

7. Privacy Policy Updates

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

6. Contact Us

If you have any questions or concerns about our privacy practices or your data, please contact us at:

- **Sandra Hayes, trading as Stitching and Me**
- **81 Western Road, Wolverton, Milton Keynes, MK12 5AY**
- **stitchingandme@google.com**