

Made4aid data and privacy policy (updated 2026)

This Privacy Policy describes how and when I may collect, use, and share information when you purchase an item from me, contact me, or otherwise use my services through Etsy.com or its related sites and services.

This Privacy Policy does not apply to the practices of third parties that I do not own or control, including Etsy or any third party services you access through Etsy.

1. Information I Collect - shopping online.

We are committed to keeping your private data safe, in line with GDPR Compliance rules (2018) in the EU, including the UK, and in line with updated rules June 19 2026. This includes giving you a clear pathway to SARs request.

To fulfill your order, Etsy provides me with certain information such as your name, email address, postal address, payment information, and the details of the product that you're ordering. You may also choose to provide me with additional personal information (for a custom order, for example), if you contact me directly via Etsy messenger or email.

All shopping orders are completed online; we do not hold any of your financial data. We use Etsy's own billing system to enable you to pay and you are protected by Etsy policy.

2. Why I Need Your Information and How I Use It

I rely on a number of legal bases to collect, use, and share your information, including:

- * as needed to provide my services, such as when I use your information to fulfill your order, to settle disputes, or to provide customer support;
- * if you have provided your affirmative consent, which you may revoke at any time, such as by signing up for a made4aid mailing list;
- * if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law; and
- * as necessary for the purpose of my legitimate interests, if those legitimate interests are not overridden by your rights or interests, such as 1) providing and improving my services. I use your information to provide the services you requested and in my legitimate interest to improve my services; and 2) Compliance with the Etsy Seller Policy and Terms of Use. I use your information as necessary to comply with my obligations under the Etsy Seller Policy and Terms of Use.

I do not normally download, store or retain your personal information separately or outside/in addition to 1. records kept by Etsy, as part of my shop account; 2. any information contained in Etsy emails and communications; 3. any emails or communications that you might send me; 4. postage labels which include your name and address.

3. Information Sharing and Disclosure

Information about my customers is important to my business. I share your personal information for only very limited reasons and in limited circumstances, as follows:

- * Etsy. I share information with Etsy as necessary to provide you my services and comply with my obligations under both the Etsy Seller Policy and Etsy Terms of Use.
- * Service providers. I engage certain trusted third parties to perform functions and provide services to my shop, such as postal and delivery companies. I will share your personal information with these third parties, but only to the extent necessary to perform these services to ensure that your purchase reaches you safely.

4. Data Retention

I retain your personal information only for as long as necessary to provide you with my services and as described in my Privacy Policy. However, I may also be required to retain this information to

comply with my legal and regulatory obligations, including tax, to resolve disputes, and to enforce my agreements. I generally keep your data for the following time periods: 4 years maximum.

5. Transfers of Personal Information Outside the EU

I may store and process your information through third-party such as Royal Mail (UK) and as a result, I may transfer your personal information to a jurisdiction with different data protection and government surveillance laws than your jurisdiction. If I am deemed to transfer information about you outside of the EU, I rely on Privacy Shield as the legal basis for the transfer, as Google Cloud is Privacy Shield certified.

Your email. We hate SPAM and do not share, sell or use your information in any way that would result in you receiving unwanted emails. We will only contact you, via Etsy, to confirm your order and to provide any other updates about your order.

6. Your Rights

If you reside in certain territories, including the EU, you have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. I describe these rights below:

* Access. You may have the right to access and receive a copy of the personal information I hold about you by contacting me using the contact information below.

* Change, restrict, delete. You may also have rights to change, restrict my use of, or delete your personal information. Absent exceptional circumstances (like where I am required to store data for legal reasons) I will generally delete your personal information upon request.

* Object. You can object to (i) my processing of some of your information based on my legitimate interests and (ii) receiving marketing messages from me after providing your express consent to receive them. In such cases, I will delete your personal information unless I have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.

* Complain. If you reside in the EU and wish to raise a concern about my use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

7. How to Contact Me

For purposes of EU data protection law, and if you have any questions or concerns about data we hold on you, you may contact me at made4aid@yahoo.co.uk. Alternately, you may mail me at: Sally Alford, 46 Heathwood Gardens, London SE7 8EP. United Kingdom. I make every effort to respond with 48 hours.

For SARs data requests, please email me at made4aid@yahoo.co.uk, or by post to Sally Alford, 46 Heathwood Gardens, London SE7 8EP. United Kingdom. I make every effort to respond with 48 hours.