

Privacy Policy

Effective Date: 01/01/2025

Last Updated: 08/11/2025

1. Introduction

Cherry Tree Lane respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website www.cherrytreelane.shop and purchase our handmade Jesmonite products.

We operate in compliance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Information We Collect

We collect and process the following types of personal data:

a. Information you provide directly:

- Your name
- Email address
- Billing and delivery address
- Payment information (processed securely by our payment provider)
- Any messages or notes sent via contact forms or email

b. Information collected automatically:

- IP address
 - Browser type and version
 - Pages you visit and time spent on our site (via cookies and analytics tools)
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3. How We Use Your Information

We use your personal information to:

- Process and fulfil your orders
- Communicate with you regarding your purchase or enquiry
- Provide customer support
- Improve our website and customer experience

- Comply with legal and tax obligations

We will **never sell or rent** your personal data to third parties.

4. Legal Basis for Processing

We process your personal data under the following lawful bases:

- **Contract:** To fulfil an order or provide a service you have requested
 - **Legal obligation:** To maintain business records and comply with tax laws
 - **Legitimate interests:** To improve our website and services
 - **Consent:** When you have opted into marketing or newsletters
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5. Data Sharing

We only share your data with trusted third parties necessary to operate our business, such as:

- **Payment processors** (e.g., PayPal, Stripe, or Shopify Payments)
- **Delivery couriers** (e.g., Royal Mail, Evri, DPD)
- **Website hosting and analytics services**

All partners comply with UK data protection laws and handle your data securely.

6. Cookies

Our website uses cookies to improve functionality and user experience.
You can control or disable cookies through your browser settings.

7. Data Retention

We keep your personal data only as long as necessary to:

- Fulfil orders and provide services
 - Comply with accounting and tax requirements (usually 6 years)
After this period, data will be securely deleted or anonymised.
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8. Your Rights

Under the UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data (“the right to be forgotten”)
- Restrict or object to certain types of processing
- Withdraw consent (where applicable)
- Lodge a complaint with the **Information Commissioner’s Office (ICO)**

To exercise your rights, please contact us at:
cherry.tree.lane.info@gmail.com

9. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse.

Payment information is handled securely by third-party processors and is **not stored** on our website.

10. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

CherryTreeLane.shop

cherry.tree.lane.info@gmail.com

Cherry Tree Lane reserves the right to update this Privacy Policy at any time. Any changes will be posted on this page with an updated “Effective Date.”