

Privacy Policy for Barley Bay

Who we are

Barley Bay is an art-based brand operated by textile artist Myra Hutton. Barley Bay is the brand used for professionally publishing greeting cards.

Barley Bay primarily trades business-to-business by selling wholesale to retailers, but does also have channels to sell in smaller volume to retail consumers.

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

Overview

Barley Bay collects, stores and processes some personal information of its trading associates (suppliers, trade customers, collaborators) and also of retail customers. Barley Bay's primary focus is selling wholesale to trade customers and so the majority of data will relate to these persons.

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. 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 Barley Bay product news and information, by email, physical post or telephone. Using trade contacts in this way is in the 'Legitimate Interest' of Barley Bay and is made in the reasonable assumption that trade contacts are provided to Barley Bay for this reason.

Barley Bay 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. Barley Bay may collect personal information of **retail customers** through these channels.

Barley Bay has a website www.barleybay.co.uk which is mainly serves as a catalogue of our products, but which does give visitors the ability to register their details for email updates. This website does not provide the facility for on-line sales.

Barley Bay has an ETSY shop which does provide the facility to make on-line sales on a retail basis. Use of ETSY by Barley Bay and by visitors is subject to the terms and conditions of ETSY.

Barley Bay uses a variety of social media such as Instagram, with a typical user handle of 'barleybaycards', use of this is subject to the providers terms and conditions.

Data Controller

Barley Bay 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 Barley Bay.	
information of retail customers of our online trading platform	An ETSY shop is used. Barleybayartcards	
Ip addresses of visitors to the www.barleybay.co.uk website may be collected	Google analytics provides this facility and the ip address is NOT available to Barley Bay	
Postal address and personal name	This will be provided to the carrier enlisted to deliver the item in order for them to make delivery. Barley Bay 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.	

Website and online presence, cookies

Website & Cookies

The www.barleybay.co.uk is a simple website which is used to only present information about the organisation. 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 DYNSTRV 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 Barley Bay. The use of google analytics is subject to Google terms and conditions.

Facebook

Barley Bay has a Facebook 'Page'. This is managed by an Admin who is a member of staff of Barley Bay, which is the usual mechanism for such pages. Barley Bay 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 Barley Bay. 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)

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

Trade associates

Barley Bay collects and processes the necessary minimum of personal information for trade associates and processes this in order to support the efficient management of the Barley Bay 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 Barley Bay 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 Barley Bays secure payment facility which is PCI-DSS compliant and Barley Bay will not keep a 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 Barley Bay, this will be the information necessary to discharge the sales contract and effect delivery of the item. Barley Bay are bound by the terms of use of ETSY and will not misuse any personal information of customers.

Who can see this information?

Barley Bay is a simple small organisation and the information can only be seen by the owners.

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? Barley Bay will never provide personal details to another party. 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 Barley Bay to support the establishment of business 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 Barley Bay or email or write to Barley Bay requesting your details to be deleted.

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

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

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

Bank Information

Barley Bay uses Natwest bank, including its online banking facility. The online banking facility is only accessible through use of the normal bank logon facility.

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

Social Media

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

Barley Bay will not breach confidentiality of personal information via these platforms.

Privacy controls

In order to protect the confidentiality, integrity and availability of its business data, Barley Bay 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.