**Privacy Policy for Cards Carousel**

**Last Updated: [05/08/2024]**

Welcome to Cards Carousel. We are committed to protecting your privacy and ensuring the security of your personal information. This privacy policy outlines how we collect, use, store, and protect your data when you use our services.

**1. Introduction**

Cards Carousel ("we," "us," or "our") operates the website ‘www.cardscarousel.co.uk’ (the "Site") and provides a subscription services for creating and delivering greetings cards, to be sent to the desired recipients, at the required date. This privacy policy applies to all users of our Site and services.

**2. Data Controller**

For the purposes of the Data Protection Act 2018 and the General Data Protection Regulation (GDPR), the data controller is:

**Cards Carousel**

www.cardscarousel.co.uk

info@cardscarousel.co.uk

**3. Information We Collect**

We may collect and process the following types of personal data about you:

* **Personal Identification Information:** Name, email address, phone number, postal address and those details of your chosen recipients.
* **Payment Information:** Credit/debit card details, billing address, and transaction history.
* **Account Information:** Username, password, subscription details, order details.
* **Usage Data:** Information about how you use our Site and services, including IP address, browser type, and browsing behaviour.
* **Communications:** Records of your correspondence with us, including support requests and feedback.

**4. How We Use Your Information**

We use your personal data for the following purposes:

* **Provision of Services:** To manage your subscription and deliver our services.
* **Payment Processing:** To process payments and manage billing.
* **Communication:** To respond to your inquiries, send service-related notifications, and provide customer support.
* **Marketing:** To send you promotional materials, newsletters, and information about new products or services (you can opt out at any time).
* **Improvement of Services:** To analyse usage data and improve our Site and services.
* **Legal Compliance:** To comply with legal obligations and protect our rights and interests.

**5. Legal Basis for Processing**

We process your personal data based on the following legal grounds:

* **Contractual Necessity:** Processing is necessary for the performance of a contract with you.
* **Legitimate Interests:** Processing is necessary for our legitimate interests, such as improving our services and marketing.
* **Consent:** When you have given us explicit consent for specific purposes.
* **Legal Obligations:** Processing is necessary for compliance with legal obligations.

**6. Data Sharing and Disclosure**

We do not sell, trade, or otherwise transfer your personal data to outside parties except as follows:

* **Service Providers:** We may share your information with trusted third-party service providers who assist us in operating our Site and providing our services.
* **Legal Requirements:** We may disclose your data if required by law or in response to valid requests by public authorities.
* **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal data may be transferred to the new owner.

**7. Data Security**

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. However, please note that no method of transmission over the internet or electronic storage is 100% secure.

**8. Data Retention**

We retain your personal data for as long as necessary to fulfil the purposes outlined in this privacy policy, unless a longer retention period is required or permitted by law.

**9. Your Rights**

Under the GDPR, you have the following rights regarding your personal data:

* **Access:** You have the right to request access to your personal data and obtain a copy of it.
* **Rectification:** You have the right to request correction of any inaccurate or incomplete data.
* **Erasure:** You have the right to request the deletion of your personal data under certain conditions.
* **Restriction:** You have the right to request the restriction of processing your personal data under certain conditions.
* **Objection:** You have the right to object to the processing of your personal data for direct marketing purposes.
* **Data Portability:** You have the right to request the transfer of your data to another organization or directly to you under certain conditions.

To exercise your rights, please contact us at [info@cardscarousel.co.uk](mailto:info@cardscarousel.co.uk), using the subject title of ‘GDPR Request’.

**10. Cookies**

Our Site uses cookies to enhance your experience. For detailed information on the cookies we use and your choices regarding cookies, please refer to our [Cookie Policy/Notice].

**11. Changes to This Privacy Policy**

We may update this privacy policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this privacy policy periodically to stay informed about how we are protecting your data.

**12. Contact Us**

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

**Cards Carousel**  
www.cardscarousel.co.uk  
[info@cardscarousel.co.uk](mailto:info@cardscarousel.co.uk)

Currently, as a small business we do not provide a physical business address, but this will update as our situation changes.

**Additional Information:**

* **Links Between Data Types and Purposes:** We collect different types of data (personal identification, payment information, account information, usage data, communications) for specific purposes such as managing subscriptions, processing payments, improving services, and legal compliance.
* **Consequences of Not Providing Information:** Failure to provide necessary personal information may result in our inability to provide you with our services.
* **Security Measures:** We employ security measures such as encryption, access controls, and secure storage to protect your data.
* **Right of Access to Data:** You have the right to access your data and request information about how it is processed.
* **What We Will Not Do:** We will not sell, trade, or misuse your data for unauthorised purposes.

**Communication Methods:**

* We will provide privacy information:
  + **Orally:** During customer support calls.
  + **In Writing:** In contractual agreements and printed communications.
  + **Through Signage:** On our Site and marketing materials.
  + **Electronically:** Via email notifications, website messenger and the Site’s privacy dashboard.

**Layered Approach:**

* We may use:
  + **Just-in-Time Notices:** During data collection points.
  + **Video:** Informative videos on our Site explaining data practices.
  + **Icons and Symbols:** For quick understanding of data use.
  + **Privacy Dashboards:** To allow users to manage their preferences and view data usage.

**Effective Communication:**

* We ensure our privacy policy uses clear, straightforward language.
* The style is designed to be easily understood by our audience.
* We avoid confusing or legalistic terminology and provide truthful, non-misleading information.
* We align the policy with our house style, values, and principles.

**Review and Update:**

* Before roll-out, we test the privacy policy with users and amend it as necessary.
* After roll-out, we keep the policy under regular review, consider user feedback, and update it to reflect changes in our data practices.