



Privacy Policy

This Privacy Policy describes how BFAM Crafts (the “Site”, “we”, “us”, or “our”) collects, uses, and discloses your personal information when you visit, use our services, or make a purchase from crafts.bfam.co.uk (the “Site”) or otherwise communicate with us regarding the Site (collectively, the “Services”). For purposes of this Privacy Policy, “you” and “your” means you as the user of the Services, whether you are a customer, website visitor, or another individual whose information we have collected pursuant to this Privacy Policy.

Please read this Privacy Policy carefully.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time, including to reflect changes to our practices or for other operational, legal, or regulatory reasons. We will post the revised Privacy Policy on the Site, update the “Published” date and take any other steps required by applicable law.

The published date is located in the footer the bottom each page of this document.

Comments

When you leave comments on the site we collect the data shown in the comments form, and also the your IP address and browser user agent string to help spam detection.

An anonymised string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

Cookies

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site.

We use a number of different cookies, including functional, performance, advertising, and social media or content cookies.

Cookies make your browsing experience better by allowing the website to remember your actions and preferences (such as login and region selection). This means you don't have to re-enter this information each time you return to the site or browse from one page to another. Cookies also provide information on how people use the website, for instance whether it's their first time visiting or if they are a frequent visitor.

We utilise a "Cookie Consent Banner" with options for you to personalise your experience and store your "Cookie Consent", "Privacy Consent" inline with GDPR and other legislative laws.

While you visit our site, we'll track:

Products you've viewed: we'll use this to, for example, show you products you've recently viewed
Location, IP address and browser type: we'll use this for purposes like estimating taxes and shipping.

Shipping address: we'll ask you to enter this so we can, for instance, estimate shipping before you place an order, and send you the order!

We'll also use cookies to keep track of basket contents while you're browsing our site.

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

What we collect and store

When you purchase from us, we'll ask you to provide information including your name, billing address, shipping address, email address, phone number, credit card/payment details and optional account information like username and password. We'll use this information for purposes, such as, to:

- Send you information about your account and order
- Respond to your requests, including refunds and complaints
- Process payments and prevent fraud
- Set up your account for our store
- Comply with any legal obligations we have, such as calculating taxes
- Improve our store offerings
- Send you marketing messages, if you choose to receive them

If you create an account, we will store your name, address, email and phone number, which will be used to populate the checkout for future orders.

We generally store information about you for as long as we need the information for the purposes for which we collect and use it, and we are not legally required to continue to keep it. For example, we will store order information for 5 years for tax and accounting purposes. This includes your name, email address and billing and shipping addresses.

We will also store comments or reviews, if you choose to leave them.

What we do not store

BFAM Crafts does not store credit card information. Credit card transactions are processed through reputable third-party financial gateways. You should check the applicable privacy policy and terms & conditions of the third-party or financial gateway site to determine, among other things, how they will handle any personally identifiable information they collect from you.

The below links are provided for ease of use and correct for U.K. customers at the time of publish.

- [Stripe – Privacy Policy](#)
- [Apple Pay – Apple Pay & Privacy](#)
- [Google Pay – Google Payments Privacy Notice](#)
- [Paypal – PayPal Privacy Statement](#)

Who we share your data with

When required we share information with third parties who help provide our orders, store and payment services.

We share only the minimal amount of information that the third party requires to fulfil our commitments.

How long we retain your data

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

What rights you have over your data

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

Where your data is sent

We accept payments through PayPal, Google Pay, Apple Pay and Stripe. When processing payments, some of your data will be passed to payment service, including information required to process or support the payment, such as the purchase total and billing information.

Please refer to the privacy and terms condition policies for the merchant of your choice.

Emails & Newsletters

If you have subscribed to our newsletter or if you are a member of our website (you can log in) or if you have purchased on our website, there is a good chance you will receive emails from us.

We will only send you emails which you have signed up to receive, or which pertain to the services we provided to you.

To send you emails, we use the name and email address you provide us. Our site also logs the IP address you used when you signed up for the service to prevent abuse of the system.

This website can send emails through the [MailPoet Sending Service](#). This service allows us to track opens and clicks on our emails. We use this information to improve the content of our newsletters.

No identifiable information is otherwise tracked outside this website except for the email address. Below is a list of cookies that may be generated by MailPoet (note that some cookies are only utilised when WooCommerce is installed and activated):

Cookie name: mailpoet_page_view

Cookie expiry: 3,650 days.

Cookie description: The purpose of this cookie is to track the last time a subscriber viewed any page on the site.

Cookie name: mailpoet_revenue_tracking

Cookie expiry: 14 days.

Cookie description: The purpose of this cookie is to track which newsletter sent from your website has acquired a click-through and a subsequent purchase in your WooCommerce store.

Cookie name: mailpoet_subscriber

Cookie expiry: 3,650 days.

Cookie description: The purpose of this cookie is to track subscriber engagement. It is used when the user logs in, signs up in a form, confirms subscription to a newsletter, or places an order through WooCommerce.

Note: User must be opted-in and a confirmed subscriber.

Cookie name: popup_form_dismissed_{formId}

Cookie expiry: the expiration date varies and can be set per form.

Cookie description: This cookie is used to track if a user has previously dismissed a specific form, preventing the re-display of the form until the cookie's expiration date. It is applicable for popup, slide-in, or fixed bar forms.

Media

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. We do try to automatically remove EXIF data when you upload an image, but this cannot be guaranteed to succeed for all images.

Visitors to the website can download and extract any location data from images on the website.

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Further Information

If you require any further information or have any questions or queries please contact us via email: support@crafts.bfam.co.uk or via our [contact us](#) page.