



# Privacy Policy

## Our contact details:

Name: Poema Crafts  
Address: Oaklands, 18 Mortimers Lane, Fair Oak, Hampshire SO50 7BD, UK  
E-mail: [pam@poemacrafts.co.uk](mailto:pam@poemacrafts.co.uk)

## The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name, address and email address)

## How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- By signing up to receive Poema email news sent via Mailerlite.
- By purchasing from Poema where your details are processed for purchase & delivery purposes.

We use the information that you have given us in order to send you regular emails with news and information about Poema or to send your order to you.

We will not share the information you have given us with any other party.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- Your consent. You are able to remove your consent at any time. You can do this by contacting [pam@poemacrafts.co.uk](mailto:pam@poemacrafts.co.uk) or by clicking 'unsubscribe' at the bottom of any of the emails you receive.
- We have a contractual obligation if you have placed an order with us.

## How we store your personal information

- Your information is securely stored within Mailerlite if you have subscribed to receive our emails. Information regarding their security protocols can be found [here](#).
- Your personal information concerning an order or purchase through Etsy is kept on Etsy.
- We keep your name, address and email address for one year from the last contact regarding an order, if the order has been placed in person and not through our sales platform. We will then dispose your information by shredding your order form and deleting your email contact.

Date: February 2026

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [pam@poemacrafts.co.uk](mailto:pam@poemacrafts.co.uk) or Poema, Oaklands, 18 Mortimers Lane, Fair Oak, Hampshire, SO50 7BD, UK if you wish to make a request.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at [pam@poemacrafts.co.uk](mailto:pam@poemacrafts.co.uk) or Poema, Oaklands, 18 Mortimers Lane, Fair Oak, Hampshire, SO50 7BD

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>