

Rachael Gorton Art customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Email

hello@rachaelgorton.co.uk

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history

- Payment details (including card or bank information for transfers and direct debits)
- Account information
- Website user information (including user journeys and cookie tracking)
- Photographs or video recordings
- Records of meetings and decisions
- Information relating to compliments or complaints
- Information relating to sponsorship

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Recorded images, such as photos or videos
- Purchase or viewing history
- IP addresses
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information

- Financial transaction information
- Any other personal information required to comply with legal obligations

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Payment details
- Purchase or service history
- Customer or client accounts and records
- Financial transaction information
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)

- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **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. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may

apply, except the right to erasure, the right to object and the right to data portability.

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Direct marketing

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Direct marketing

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Handling claims and maintaining quality

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers
- Third parties:
- Client referrals, collaborators, galleries or art fairs. We use this information to process commissions, manage sales, and provide updates about our artwork, exhibitions, projects and services

How long we keep information

We maintain records for specific purposes as outlined here:

For invoice and tax purposes, records are held for 10 years.

For marketing purposes we hold records until you ask us to stop or for 3 years after your last contact. At 3 years, we will contact you to ask if you still wish to hear from us.

For small purchases, enquiries and feedback, data is kept as long as necessary to fulfil and manage the request / contract, before being archived / anonymised.

For customer correspondence / queries / complaints we keep records for as long as necessary to resolve the matter and protect us from legal claim.

Analytics / website usage info is kept according to analytics provider's default retention settings (usually 14 months)

Who we share information with

Data processors

Hostinger

This data processor does the following activities for us: web hosting and e-mailbox provider. Enquiry form submissions are processed through their servers.

MailerLite

This data processor does the following activities for us: Manages email marketing subscriber list, sends newsletters and marketing emails, processes data using industry-standard technologies to help us monitor and improve our newsletter, securely stores subscriber consent and engagement information

Zettle

This data processor does the following activities for us: Processes payments, transactions and receipts, stores and shares with us basic transaction information

Google Analytics

This data processor does the following activities for us: Collects and processes website usage data such as page views, user journey information and IP addresses. This helps us understand and improve how visitors interact with our website.

Others we share personal information with

- Professional or legal advisors
- Organisations we're legally obliged to share personal information with
- Suppliers and service providers

Sharing information outside the UK

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: Hostinger

Category of recipient: Website hosting and email service provider

Country the personal information is sent to: Hostinger operates data centres in multiple countries, including the United Kingdom, European Economic Area (primarily Lithuania, Netherlands, France and Germany), in the US, Asia and South America. This is part of a global infrastructure designed to provide fast and reliable hosting services to customers worldwide.

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: MailerLite

Category of recipient: Mailing list manager

Country the personal information is sent to: Eu-based data centres, in Germany or Netherlands which ensures safety of Customer Data via information storage security certificate

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: Zettle

Category of recipient: Payment processor

Country the personal information is sent to: United States

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: Google Analytics

Category of recipient: Analytics processor

Country the personal information is sent to: Google Analytics collects data from Eu-based devices through servers located in the EU, usually in Germany and the Netherlands. Data is processed on servers that may be located outside the UK, including the United States

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: Hostinger

Category of recipient: Website hosting and email service provider

Country the personal information is sent to: Germany / France / Lithuania / Netherlands / Arizona / Massachusetts / New York / Boston / India / Indonesia / Malaysia / Singapore / Brazil

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: MailerLite

Category of recipient: Mailing list manager

Country the personal information is sent to: Germany / Netherlands

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: Zettle

Category of recipient: Payment processor

Country the personal information is sent to: United States / Australia

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: Google Analytics

Category of recipient: Analytics processor

Country the personal information is sent to: EU and US servers

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated September 2025