

Willow Rae

PRIVACY POLICY

Last updated: 09 April 2026

1. Who We Are

Willow Rae is an independent artist based in the United Kingdom. We sell original artworks through our website at willowraeart.co.uk. For the purposes of this policy, "we", "us" and "our" refers to Willow Rae. You can contact us at hello@willowrae.co.uk.

2. What Information We Collect

When you place an order or create an account, we collect personal information including your name, email address, postal address, phone number and payment details. Payment card information is processed securely by our payment provider (Stripe) and is never stored on our servers. We also collect limited technical data such as your IP address, browser type and pages visited, through cookies and analytics tools.

3. How We Use Your Information

We use your personal information to process and fulfil your orders, communicate with you about your purchase, manage your account, and improve our website. We will only contact you for marketing purposes if you have given us explicit consent to do so. We do not sell, rent or share your personal data with third parties for their own marketing purposes.

4. Legal Basis for Processing

We process your data on the following legal bases: to perform a contract with you (fulfilling your order), to comply with legal obligations (such as tax and accounting requirements), and, where applicable, based on your consent (such as marketing communications).

5. Sharing Your Information

We share your information only where necessary to provide our services. This includes our payment processor (Stripe), our shipping and postal providers, and our website hosting platform (WordPress/WooCommerce). All third parties are required to handle your data securely and in accordance with applicable data protection laws.

6. Cookies

Our website uses cookies to ensure it functions correctly, remember your preferences and analyse how visitors use the site. Essential cookies are required for the website to operate. You can control non-essential cookies through your browser settings or our cookie consent tool.

7. Data Retention

We retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including for legal, accounting or reporting requirements. Order records are typically retained for seven years in line with UK tax obligations. You may request deletion of your account and associated data at any time by contacting us.

8. Your Rights

Under UK GDPR you have the right to access the personal data we hold about you, request correction of inaccurate data, request erasure of your data, object to or restrict processing of your data, and request a portable copy of your data. To exercise any of these rights, please contact us at hello@willowrae.co.uk. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk.

9. Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss or misuse. Our website uses SSL encryption and all payments are processed through Stripe's secure platform which is PCI DSS compliant.

10. Changes to This Policy

We may update this privacy policy from time to time. The most current version will always be available on our website. We encourage you to review this policy periodically.

11. Contact Us

If you have any questions about this privacy policy or how we handle your personal data, please contact us at:

Willow Rae

Email: hello@willowrae.co.uk

Website: willowraeart.co.uk