



# Privacy Policy

Tony West Art - artWestScotland

Effective Date: January 28, 2026

Last Updated: January 28, 2026



# Privacy Policy

At Tony West Art, we respect your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and protect your information when you visit our website or make a purchase.

## 1. Information We Collect

We collect the following types of information:

### 1.1 Personal Information

- **Name:** For order processing and communication
- **Email Address:** For order confirmations, updates, and newsletter (if subscribed)
- **Phone Number:** For delivery coordination and urgent communications
- **Shipping Address:** For delivering artwork
- **Billing Address:** For payment processing
- **Payment Information:** Processed securely through Stripe (we do not store card details)

### 1.2 Automatically Collected Information

- IP address
- Browser type and version
- Device information
- Pages visited and time spent
- Referring website

## 2. How We Use Your Information

Purpose	Legal Basis
Process and fulfill orders	Contract performance
Communicate about orders	Contract performance
Send newsletters (with consent)	Consent
Improve website and services	Legitimate interest

Comply with legal obligations	Legal requirement
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### 3. Payment Processing

All payments are processed securely through Stripe. We do not store your credit card information on our servers. Stripe's privacy policy applies to payment processing and can be found at [stripe.com/privacy](https://stripe.com/privacy).

### 4. Data Storage and Security

We implement appropriate technical and organizational measures to protect your personal data:

- SSL encryption for all data transmission
- Secure server infrastructure
- Regular security assessments
- Limited access to personal data

Your data is stored within the United Kingdom and European Economic Area.

### 5. Data Retention

We retain your personal data only as long as necessary:

- **Order information:** 6 years (for tax and accounting purposes)
- **Newsletter subscriptions:** Until you unsubscribe
- **Contact form submissions:** 2 years
- **Website analytics:** 26 months

### 6. Your Rights

Under GDPR and UK data protection laws, you have the following rights:

- **Right to Access:** Request a copy of your personal data
- **Right to Rectification:** Correct inaccurate or incomplete data
- **Right to Erasure:** Request deletion of your data ("right to be forgotten")
- **Right to Restrict Processing:** Limit how we use your data
- **Right to Data Portability:** Receive your data in a structured format
- **Right to Object:** Object to processing based on legitimate interests
- **Right to Withdraw Consent:** Unsubscribe from newsletters at any time

## 7. Cookies

Our website uses cookies to:

- Remember your preferences
- Analyze website traffic
- Improve user experience

You can control cookies through your browser settings. Essential cookies necessary for website functionality cannot be disabled.

## 8. Third-Party Services

We use the following third-party services:

- **Stripe:** Payment processing
- **Email service providers:** For order confirmations and newsletters
- **Analytics:** For website improvement (anonymized data)

These services have their own privacy policies and are GDPR compliant.

## 9. Children's Privacy

Our website is not intended for children under 16 years of age. We do not knowingly collect personal information from children. If you believe we have collected data from a child, please contact us immediately.

## 10. International Transfers

If you are accessing our website from outside the UK, your data may be transferred to and processed in the UK. We ensure appropriate safeguards are in place for any international data transfers.

## 11. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically.

## 12. Contact Us

For any questions about this Privacy Policy or to exercise your data protection rights, please contact:

**Data Controller:** Tony West Art (artWestScotland)

**Email:** [tony@artWest.scot](mailto:tony@artWest.scot)

**Phone:** +44 7454 494 835

**Address:** Based in the United Kingdom

### **13. Complaints**

If you are unhappy with how we handle your personal data, you have the right to complain to the Information Commissioner's Office (ICO) at [ico.org.uk](https://ico.org.uk).

By using our website, you consent to the collection and use of information as described in this Privacy Policy.