

Purple Pony Art Privacy Policy

This Privacy Policy describes how and when I collect, use, and share information when you purchase an item from me, contact me, or otherwise use my website.

This Privacy Policy does not apply to the practices of third parties that I do not own or control, including Google, Blogger, Zazzle, Instagram, Flickr, DeviantArt or any other third party services you access through my site. You can refer to the privacy policies of these individual sites.

1. Personal information I collect

To fulfil your order or questions, you must provide me with certain information such as your name, email address, postal address, payment information, and the details of the product that you are ordering. You may also choose to provide me with additional personal information (for a custom work, for example), if you contact me directly.

All email communication will be between you and Purple Pony Art is stored in Gmail subject to Gmail's terms of use.

1.1 Site specific information

Blogger - Blogger's [Privacy Policy](#). By commenting on Blogger, you may be disclosing your name or username to others. This blog is not backed up, so your information remains on Google's servers and is not stored locally. I do use Google Analytics to track visits to this site, however, and that information is collected and used by Google.

Etsy – use of Etsy is subject to their [Terms of Use and other policies](#). A shop specific Privacy Policy can be found on my Etsy shop.

LiveJournal - LJ's [Terms of Service](#). By commenting on LJ, you may be disclosing your name or username to others. LiveJournal is not backed up, so your information remains on Livejournal's servers and is not stored locally nor is it tracked by Google Analytics. It may be of interest to you to know that in 2017, Livejournal's servers were moved to Russia and that it has long been a Russian company.

Pinterest - Pinterest's [Privacy Policy](#). Pinterest will notify me when another user has liked or saved my pins, but I do not collect this information for long-term use.

Zazzle - Zazzle's [Privacy Policy](#). The only information about the purchaser that I receive from Zazzle is first name, location and item purchased. This information remains on Zazzle's server. I have no way of contacting purchasers and do not download sales information from the site.

2. For visitors and customers

I rely on a number of legal bases to collect, use, and share your information, including:

- as needed to provide my services, such as when I use your information to fulfil your order, to settle disputes, or to provide customer support;

- when you have provided your affirmative consent, which you may revoke at any time, such as by signing up for my mailing list;

if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law; and

as necessary for the purpose of my legitimate interests, if those legitimate interests are not overridden by your rights or interests, such as providing and improving my services. I may use your information to provide the services you requested and in my legitimate interest to improve my services.

3. Information Sharing and Disclosure Outside of Etsy

To complete a transaction outside of Etsy, I collect and store the transaction invoice for five years. This transaction record is stored locally on a secured computer. I will not share the information contained in the transaction email record or invoice. I may share information when:

Business transfers. If I sell or merge my business, I may disclose your information as part of that transaction, only to the extent permitted by law.

Compliance with laws. I may collect, use, retain, and share your information if I have a good faith belief that it is reasonably necessary to: (a) respond to legal process or to government requests; (b) enforce my agreements, terms and policies; (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or (d) protect the rights, property, and safety of my customers, or others.

4. Data Retention Outside of Etsy

I retain your personal information only for as long as necessary to provide you with my services. However, I may also be required to retain this information to comply with my legal and regulatory obligations, to resolve disputes, and to enforce my agreements

Google Analytics information is set to expire after 14 months.

Etsy transaction emails will be kept for 3 years.

Other transactional emails will be kept for 5 years.

5. Transfers of Personal Information Outside the EU

I may store and process your information through third-party hosting services in the US and other jurisdictions. As a result, I may transfer your personal information to a jurisdiction with different data protection and government surveillance laws than your jurisdiction. If I am deemed to transfer information about you outside of the EU, I rely on Privacy Shield as the legal basis for the transfer. This would include Gmail and PayPal.

This website only uses Google Analytics to monitor website traffic. Google Analytics has been set to retain data for 14 months for Purple-Pony.com, Etsy and Zazzle.

6. Your Rights

If you reside in certain territories, including the EU, you have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. I describe these rights below:

Access. You may have the right to access and receive a copy of the personal information I hold about you by contacting me using the contact information below.

Change, restrict, delete. You may also have rights to change, restrict my use of, or delete your personal information. Absent exceptional circumstances (like where I am required to store data for legal reasons) I will generally delete your personal information upon request.

Object. You can object to (i) my processing of some of your information based on my legitimate interests and (ii) receiving marketing messages from me after providing your express consent to receive them. In such cases, I will delete your personal information unless I have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.

Complain. If you reside in the EU and wish to raise a concern about my use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

7. How to Contact Me

For purposes of your information and EU data protection law, I, Christine Bennett, am the data controller of your personal information. If you have any questions or concerns, you may contact me at calzephyr@gmail.com. Alternately, you may contact me for my snail mail address.

Last updated May 24, 2018