**Privacy Policy**

**Introduction**

At Seeds of Change, we are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our website, purchase products or services, or interact with us in any other way.

**Company Information**

* **Company Name**: Seeds of Change
* **Contact Email**: admin@seedsofchange.org.uk
* **Address**: 4 Oadby Way, Bicton Heath, Shrewsbury, United Kingdom, SY3 5PL

**1. Data We Collect**

We may collect and process the following types of personal data:

**Personal Information:**

* **Contact Information**: Name, email address, phone number, billing, and shipping address.
* **Account Information**: Username, password, and other registration details.
* **Payment Information**: Credit/debit card details, PayPal information, and billing address (collected securely and not stored by us).
* **Order History**: Details of products or services you’ve purchased.

**Technical Data:**

* **Device Information**: IP address, browser type, operating system, and other technical data when you visit our website.
* **Usage Data**: Information about how you use our website, such as pages visited, time spent on the site, and navigation patterns.

**Cookies and Tracking Technologies:**

* We use cookies and similar tracking technologies to enhance your browsing experience and gather analytics on site usage. For more details, please see our **Terms & Conditions** document.

**2. How We Use Your Data**

We use your personal data for the following purposes:

**To Provide Our Services:**

* **Processing Orders**: To process and deliver your orders, manage payments, and handle any returns or refunds.
* **Account Management**: To create and manage your account, including password recovery and account security.
* **Customer Support**: To provide customer service and respond to your inquiries or requests.

**For Communication:**

* **Transactional Emails**: To send you order confirmations, shipping updates, and other necessary communications related to your purchases.
* **Marketing Communications**: To send you newsletters, promotions, and other marketing communications if you have opted in to receive them. You can unsubscribe at any time.

**For Business Operations:**

* **Improvement of Services**: To analyse how our website is used and improve its functionality, products, and services.
* **Legal Compliance**: To comply with legal obligations, including tax and accounting requirements.

**3. Legal Basis for Processing**

We process your personal data based on the following legal grounds:

* **Consent**: When you have provided consent for a specific purpose (e.g., subscribing to our newsletter).
* **Contractual Necessity**: To fulfil our contractual obligations to you (e.g., processing your orders).
* **Legitimate Interests**: To pursue our legitimate interests in operating our business, provided these interests do not override your rights and freedoms.
* **Legal Obligation**: To comply with legal obligations (e.g., keeping financial records for tax purposes).

**4. Data Retention**

We retain your personal data only as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting obligations.

* **Account Data**: Retained as long as your account is active.
* **Order Data**: Retained for as long as necessary for tax and accounting purposes, typically seven years.
* **Marketing Data**: Retained until you opt-out or withdraw consent.

**5. Your Rights**

Under UK GDPR, you have the following rights regarding your personal data:

* **Access**: You can request access to the personal data we hold about you.
* **Rectification**: You can request correction of any inaccurate or incomplete data.
* **Erasure**: You can request deletion of your personal data (“right to be forgotten”).
* **Portability**: You can request a copy of your data in a structured, machine-readable format.
* **Objection**: You can object to the processing of your data for direct marketing or other purposes.
* **Withdrawal of Consent**: You can withdraw consent at any time where we are relying on consent to process your data.

To exercise these rights, please contact us at admin@seedsofchange.org.uk.

**6. Data Security**

We take the security of your personal data seriously and implement appropriate technical and organisational measures to protect it from unauthorised access, alteration, or disclosure.

* **Encryption**: Sensitive data such as payment information is encrypted using SSL technology.
* **Access Controls**: Access to your personal data is restricted to authorised personnel only.

**7. Sharing Your Data**

We do not sell or rent your personal data to third parties. However, we may share your data with:

* **Service Providers**: Third-party providers who assist us in operating our website, processing payments, or delivering orders (e.g., payment processors, shipping companies). These providers are contractually obligated to keep your information secure and use it only for the purposes specified by us.
* **Legal Obligations**: Government authorities or law enforcement if required by law.

**8. International Data Transfers**

If we transfer your data outside the UK, we will ensure it is protected to the same standards as required under UK GDPR, using appropriate safeguards such as Standard Contractual Clauses (SCCs).

**9. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance your browsing experience and gather data on how our website is used. You can manage your cookie preferences through your browser settings.

* **Types of Cookies Used**: Essential cookies, performance cookies, and marketing cookies.
* **Managing Cookies**: You can disable cookies through your browser settings, but this may affect the functionality of our website.

For more information, see our **Terms & Conditions** document.

**10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date. We encourage you to review this policy periodically to stay informed about how we are protecting your data.

**11. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact us at:

* **Email**: admin@seedsofchange.org.uk
* **Address**: 4 Oadby Way, Bicton Heath, Shrewsbury, United Kingdom, SY3 5PL