

Privacy Policy

Last Updated: 2nd July 2026

Ellie B Creations (“we”, “us”, “our”) is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website, place an order, create an account, or contact us.

1. Who We Are

Ellie B Creations is an independent UK-based online shop operated by a sole trader.

If you have any questions about this Privacy Policy or how your personal information is handled, you can contact us at:

Email: ellie.burnett@outlook.com

2. Information We Collect

We may collect and process the following personal information:

Information You Provide

- Name
- Email address
- Billing address
- Shipping address
- Telephone number (if provided)
- Account login information
- Messages submitted through our contact form
- Order details and purchase history

Information Collected Automatically

When you visit our website, certain information may be collected automatically, including:

- IP address
- Browser type and version
- Device information
- Pages visited
- Website usage information
- Cookies and similar technologies

3. How We Use Your Information

We use your information to:

- Process and fulfil orders
- Deliver products and services
- Manage customer accounts
- Respond to enquiries and support requests
- Provide order confirmations and service-related communications
- Detect fraud or unauthorised activity
- Comply with legal and tax obligations
- Improve website functionality and customer experience

We will only use your information where we have a lawful basis to do so under UK data protection laws.

4. Payment Processing

Payments are processed securely through third-party payment providers, including:

- PayPal
- Card payment processors made available through Wix

We do not store or have access to your full payment card details.

Please refer to the privacy policies of these providers for further information about how they handle your personal data.

5. Order Fulfilment

To fulfil physical product orders, we share necessary customer information with our fulfilment partner, Printful.

This may include:

- Name
- Shipping address
- Email address (where required)
- Order information

Printful only receives the information necessary to manufacture and deliver your order.

6. Customer Accounts

If you create an account on our website, we store the information necessary to manage your account and provide access to your order history.

You are responsible for maintaining the confidentiality of your account credentials.

7. Contact Forms and Customer Enquiries

If you contact us through our website or by email, we may retain your correspondence in order to respond to your enquiry and maintain customer service records.

8. Marketing Communications

At present, Ellie B Creations does not send marketing emails or newsletters.

If this changes in the future, we will only send marketing communications where we have your consent or another lawful basis to do so.

You will always have the option to unsubscribe from marketing communications.

9. Data Sharing

We do not sell your personal information.

We may share your information with trusted third parties where necessary to operate our business, including:

- Wix (website hosting and ecommerce services)
- Printful (order fulfilment)
- PayPal and payment processing providers
- Professional advisers, accountants, or legal advisers where required
- Government authorities where legally required

10. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes described in this Privacy Policy, including legal, accounting, and tax requirements.

Order information may be retained for several years where required for business record-keeping and tax compliance.

11. Your Rights

Under UK data protection laws, you may have the right to:

- Access your personal information
- Request correction of inaccurate information
- Request deletion of your information in certain circumstances
- Restrict or object to certain processing activities
- Request transfer of your data where applicable
- Withdraw consent where processing relies on consent

To exercise any of these rights, please contact us using the details provided above.

12. Cookies

Our website may use cookies and similar technologies to provide essential website functionality and improve user experience.

For more information, please see our Cookie Policy.

13. Data Security

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, or disclosure.

However, no method of transmission over the internet can be guaranteed to be completely secure.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business practices, legal requirements, or website functionality.

Any updates will be posted on this page with a revised “Last Updated” date.

15. Contact

If you have any questions about this Privacy Policy or how we handle personal information, please contact:

Email: ellie.burnett@outlook.com