Privacy Policy

Ellie B Creations
Last updated: 10th September 2026

This policy explains how we collect, use, share and protect personal information when you visit elliebcreations.co.uk, order from us, create an account or contact us about our products and bespoke designs.

1. Who we are

Ellie B Creations is an independent UK-based shop operated by Ellie Burnett as a sole trader. We are the data controller for the personal information we use to run our shop. You can contact us about privacy at ellie.burnett@outlook.com.

We create and design all our products. Most of our catalogue consists of physical products, with a small selection of digital products. Our only outsourced product production is the printing, laminating and binding of our storybooks by PrintPond. All storybook design remains our responsibility.

2. Information we collect

Contact, account and order information: your name, email address, billing and delivery addresses, telephone number if provided, account details, purchases, payment status and transaction references. We also hold correspondence about enquiries, proofs, orders, returns and refunds.

Personalisation and bespoke requests: the names, wording, dates, photographs, reference images, design instructions and other details you choose to provide. This may include information about a gift recipient or child. We receive this information from the person placing the order or making the request, including through our contact forms, email or bespoke requests portal.

Website information: your IP address, browser and device information, pages visited and information collected through cookies or similar technologies, subject to the applicable cookie settings and consent requirements.

Please provide only information needed for your request. If you supply someone else's details or images, make sure you have the appropriate authority to do so, including permission from a parent or guardian where needed for a child. Please do not send unnecessary sensitive information, such as medical details.

3. Information needed to fulfil your order

We need appropriate contact, payment and order details to accept and fulfil an order. Physical orders also require a delivery address; digital orders require the details needed to provide access to the purchased files. Personalised products require the relevant design details. Without required information, we may be unable to complete your request or order.

4. How and why we use your information

We use personal information only where we have a lawful basis under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as amended.

Contract: to take steps you request before an order, prepare quotes and design proofs, process payment, create and personalise products, arrange delivery, supply digital files, manage your customer account and provide order-related support, returns and refunds.

Legitimate interests: to respond to general enquiries, maintain useful customer service records, protect our business and website, prevent fraud and establish or defend legal claims. We consider your rights and only rely on this basis where our interests are not overridden by them. Where a purchaser provides information about a recipient or child, our legitimate interest is to fulfil that personalised or gift order while using only the details needed and taking particular care with children's information.

Legal obligation: to maintain records required for tax and accounting and respond to binding legal or regulatory requirements.

Consent: where required for optional cookies or other optional uses of your information. You can withdraw consent at any time; this does not affect the lawfulness of earlier use.

5. Creating products and using PrintPond

We manage our product designs and customer orders ourselves. We no longer use Printful for new orders or share new customer order information with Printful.

PrintPond prints, laminates and binds our storybooks using the print-ready files we prepare. It does not design our products. Where a storybook is personalised, its print file may contain the names, wording or images included in that design. We share only what is necessary for the printing and finishing service.

PrintPond sends the finished storybooks to us, not directly to customers. We therefore do not provide customer delivery details to PrintPond for dispatch. Any personal information visible within the completed storybook PDF is shared as part of the print file. We arrange the onward delivery of the finished order to the customer.

For physical deliveries, postal and courier services receive the recipient's name, delivery address and any contact or delivery information needed to deliver the parcel. Our small selection of digital products is supplied electronically, using the contact or account details needed to make the files available.

6. Payments

Payments are handled by PayPal and the card payment providers available through Wix. We receive the transaction information needed to manage your order, but we do not store or have access to your full payment card details. Payment providers process information under their own privacy notices, including for security, fraud prevention and their legal obligations.

7. Who else receives your information

We do not sell your personal information. In addition to PrintPond, delivery services and payment providers described above, information may be shared where necessary with:

• **Wix:** website hosting, ecommerce, customer accounts and related website services.
• **Technical service providers:** email, file storage and the hosting, authentication and storage services supporting our bespoke requests portal, where you use those services.
• **Professional advisers:** accountants, legal advisers and other advisers where required.
• **Public authorities:** where disclosure is required by law.

Access is limited to what is needed for the relevant service or purpose. Where a provider processes information on our behalf, we require appropriate data protection arrangements. Some providers, including payment providers and delivery services, may also act as independent data controllers for their own purposes.

8. International processing

Some service providers, including Wix, may store or process information outside the UK. Wix uses international infrastructure, including processing in Israel and other countries. Where UK restrictions on international transfers apply, transfers must be covered by UK adequacy regulations or appropriate safeguards, such as approved contractual protections, with additional measures where required. Contact us for information about the safeguards relevant to your data and how to obtain a copy.

9. How long we keep information

We retain personal information only for as long as it is needed for the purpose for which it was collected. We decide retention periods using the following criteria:

• **Orders and financial records:** applicable tax and accounting requirements, and the period reasonably needed to handle disputes or legal claims.
• **Personalisation files, photographs and proofs:** the time needed to create and complete the order and resolve corrections, replacements or related queries. These files are not automatically needed for as long as financial records.
• **Enquiries and bespoke requests:** whether the request remains active, whether it becomes an order, and whether correspondence is needed to resolve a query or dispute.
• **Accounts:** while needed to provide the account service, with any separately required order records retained after account closure.
• **Technical and cookie information:** the relevant security purpose, provider retention settings and cookie lifespan.

When information is no longer needed, we delete it or anonymise it. Information subject to a legal retention requirement or an unresolved dispute may need to be kept for longer.

10. Marketing and cookies

We do not currently send marketing emails or newsletters. Order confirmations, design queries, delivery updates and customer service messages are service communications. If we introduce marketing, we will explain how your information will be used and meet applicable consent and electronic marketing requirements. You will be able to unsubscribe.

Our website uses cookies and similar technologies for functions such as account access, shopping baskets and checkout. Where consent is required for optional cookies, we ask before using them. You can manage available choices through the website's cookie controls and your browser settings. Blocking essential cookies may affect website functions. Further details are provided in our Cookie Policy and any cookie information displayed on the website.

11. Keeping information secure

We use reasonable technical and organisational measures to protect personal information against loss, misuse and unauthorised access or disclosure. No internet transmission or storage system is completely secure. Please keep your account credentials confidential and contact us if you suspect unauthorised use.

12. Your privacy rights

Depending on the circumstances and our lawful basis, you may ask us to give you access to your personal information, correct inaccurate or incomplete information, delete information, restrict its use, or provide certain information in a portable format. These rights are subject to legal conditions and exemptions.

Your right to object: you can object to processing based on legitimate interests for reasons relating to your circumstances. You can object to direct marketing at any time.

Where we rely on consent, you can withdraw it at any time by contacting us or using the relevant consent controls. To exercise a right, email ellie.burnett@outlook.com. We may need to verify your identity. We normally respond within one month, subject to any lawful extension or pause, and will explain any applicable delay.

13. Complaints

If you have a concern about how we use your information, please contact us at the email address above so we can investigate. You also have the right to complain to the Information Commissioner's Office (ICO), the UK data protection regulator, at ico.org.uk/make-a-complaint.

14. Changes to this policy

We may update this policy to reflect changes to our products, services, data practices or legal requirements. We will publish the updated version with a revised date and provide further notice where required.