Privacy Policy

Innovato, trading as Terracotta Wine Racks · Version 2 · Last updated 19-10-2026

This policy explains what personal information we collect when you visit terracottawinerack.co.uk, buy from us or get in touch, what we do with it, and what your rights are. We have tried to keep it plain and short. If anything is unclear, please ask.

1. Who we are

Innovato is the trading name of Andrew J Young, a sole trader. We sell terracotta wine racks through our website (terracottawinerack.co.uk), on eBay and Etsy, and by phone and email. We are the “controller” of your personal information under UK data protection law, which means we decide how and why it is used.

Our contact details are at the end of this policy.

2. What this policy covers

It covers our website, orders however you place them, enquiries, and our newsletter. It does not cover other websites we link to, which have their own policies. If you buy from us on eBay or Etsy, those companies also have their own privacy policies; we receive your name, delivery address and order details from them so that we can send your order.

3. What we collect, why, and our legal basis

What	What we use it for	Legal basis
Orders. Name, delivery address, phone number, email address, what you ordered, and whether it has been paid.	To take payment, send your order, tell you about delivery, deal with returns or problems, and keep our accounts and tax records.	Contract (to supply what you ordered); legal obligation (tax and accounting records).
Card payments. You pay on a page run by Stripe, our payment provider.	We never see or store your card number. Stripe tells us the payment went through and passes us your name, email, phone number and delivery address.	Contract.
Enquiries. Name, email, phone number, postcode or address and your message, from our contact forms, email or phone.	To reply to you and give you a quote or advice.	Legitimate interests (answering the people who contact us), or steps you ask for before buying.
Newsletter. Your email address (and name if you give it), only if you sign up.	To send you our occasional newsletter.	Your consent. You can unsubscribe at any time using the link in every email.

Website usage, only if you accept cookies (see section 4). Pages viewed, device and browser type, approximate location, and whether you arrived from one of our Facebook or Instagram adverts.	To see how the site is used so we can improve it, and to measure how well our advertising works.	Your consent.
Technical records. When you visit, our web host automatically records your IP address, the page requested and the time.	To keep the site secure and working.	Legitimate interests (security).

If you don't give us the information we need for an order (for example a delivery address), we can't complete it. Everything else is your choice. We do not make decisions about you using automated processing or profiling.

4. Cookies and similar technologies

When you first visit, we ask whether you agree to analytics and advertising-measurement cookies. **Nothing of this kind is set unless you click Accept**, and the site works exactly the same if you click Reject. You can change your mind at any time using "Cookie settings" in the footer of any page. Your choice is remembered in your browser so we don't keep asking.

Name	Set by	What it does	Lasts up to
_ga, _ga_<ID>	Google Analytics	Counts visitors and shows which pages are used. Only after you accept.	2 years
_fbp	Meta (Facebook and Instagram)	Lets Meta measure how well our adverts work. Only after you accept.	3 months
twr-consent-v1	Us (browser storage)	Remembers whether you accepted or rejected, so we don't ask again. This is not a tracking cookie.	Until you clear it

A few other things happen regardless of your choice:

- **Stripe**'s payment page sets its own cookies for security and fraud prevention. These are covered by Stripe's own policy.
- **Google Fonts.** Our pages load their typefaces from Google's servers, so Google receives your IP address when a page loads.
- **YouTube.** The video on our home page only loads when you press play. It uses YouTube's privacy-enhanced mode, but YouTube may set cookies once it is playing.

You can also delete or block cookies in your browser settings.

5. Who we share your information with

We never sell your information, and we never pass it to anyone who wants to use it for their own marketing. We use these companies to run the business, and they may only use your information to provide their service to us:

- **Stripe** – takes card payments.
- **Couriers and pallet carriers** (for example Royal Mail and our pallet network) – your name, delivery address and phone number, so they can deliver.
- **Brevo** – sends our newsletter, if you have signed up.
- **FormSubmit** – passes the messages you send through our contact forms to our email.
- **Google** – our business email and file storage, and website analytics if you accept cookies.
- **Meta** – advertising measurement, only if you accept cookies.
- **Our website host** (a UK company) – stores the website and its records.
- **Our bookkeeper and accounting software** – to keep our accounts and file tax returns.

We may also have to share information if the law requires it, for example with HMRC or the police, or to protect our legal rights.

6. Where your information goes

Some of the companies above (including Google, Meta and Stripe) are based in or use servers in countries outside the UK, such as the United States. Where that happens we rely on the safeguards UK law accepts, such as the UK's approved data-transfer arrangements and standard contract clauses. If you would like more detail, please ask.

7. How long we keep it

- **Order and payment records:** normally six years, because HMRC requires us to keep accounting and VAT records.
- **Enquiries that did not lead to an order:** up to two years after we last heard from you.
- **Newsletter:** until you unsubscribe, after which we keep only a note that you opted out so that we don't email you again.
- **Cookies:** for the periods in the table in section 4.

8. Your rights

Under UK data protection law you can ask us to:

- tell you what personal information we hold about you and give you a copy;
- correct anything that is wrong or out of date;
- delete your information (we may have to keep some, such as tax records, for the periods above);

- restrict how we use it, or object to how we use it, including for direct marketing;
- give you your information in a form you can pass to someone else.

Where we rely on your consent (the newsletter and optional cookies) you can withdraw it at any time, without affecting what we did before. Use the unsubscribe link, the “Cookie settings” link, or just tell us.

To use any of these rights, email or write to us (details below). We will reply within one month.

> If you are unhappy with how we have handled your information, please tell us first so we can put it right. You can also complain to the Information Commissioner’s Office (ICO): telephone 0303 123 1113 or visit ico.org.uk/concerns.

9. How we keep it safe

Our website uses an encrypted (HTTPS) connection. Card details are handled only by Stripe. Order records are kept in password-protected accounts that only we can access, and any paper copies are stored securely. We keep backups so that information is not lost.

10. Children

Our website is for adults and is not aimed at children. We do not knowingly collect information from anyone under 13. If we find we have, we will delete it.

11. Changes to this policy

If we change how we use your information we will update this page and the date at the top. The previous version of this policy was dated February 2026.

12. Contact us

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