

Legal Policies

Terms of Use

Welcome to Gentle Footprints Terms of Use agreement. For purposes of this agreement, "Site" refers to the Company's website, which can be accessed at www.gentlefootprints.co.uk. "Service" refers to the Company's services accessed via the Site, in which users can utilise both paid and free resources to support their needs. The terms "we," "us," and "our" refer to the Company. "You" refers to you, as a user of our Site or our Service.

The following Terms of Use apply when you view or use the Service via our website located at www.gentlefootprints.co.uk

Please review the following terms carefully. By accessing or using the Service, you signify your agreement to these Terms of Use. **If you do not agree to be bound by these Terms of Use in their entirety, you may not access or use the Service.**

PRIVACY POLICY

The Company respects the privacy of its Service users. Please refer to the Company's Privacy Policy (found below) which explains how we collect, use, and disclose information that pertains to your privacy. When you access or use the Service, you signify your agreement with the Privacy Policy as well as these Terms of Use.

LINKS TO OTHER SITES AND/OR MATERIALS

As part of the Service, we may provide you with convenient links to third party website(s) ("Third Party Sites") as well as content or items belonging to or originating from third parties (the "Third Party Applications, Software or Content"). These links are provided as a courtesy to Service subscribers.

We have no control over Third Party Sites or Third Party Applications, Software or Content or the promotions, materials, information, goods or services available on these Third Party Sites or Third Party Applications, Software or Content.

Such Third Party Sites and Third Party Applications, Software or Content are not investigated, monitored or checked for accuracy, appropriateness, or completeness, and we are not responsible for any Third Party Sites accessed through the Site or any Third Party Applications, Software or Content posted on, available through or

installed from the Site, including the content, accuracy, offensiveness, opinions, reliability, privacy practices or other policies of or contained in the Third Party Sites or the Third Party Applications, Software or Content. Inclusion of, linking to or permitting the use or installation of any Third Party Site or any Third Party Applications, Software or Content does not imply our approval or endorsement.

If you decide to leave the Site and access the Third Party Sites or to use or install any Third Party Applications, Software or Content, you do so at your own risk and you should be aware that our terms and policies, including these Terms of Use, no longer govern.

You should review the applicable terms and policies, including privacy and data gathering practices, of any Third Party Site to which you navigate from the Site or relating to any applications you use or install from the Third Party Site.

INTELLECTUAL PROPERTY

You acknowledge and agree that we and our licensors retain ownership of all intellectual property rights of any kind related to the Service, including applicable copyrights, trademarks and other proprietary rights.

Other products that are mentioned on the Site may be trademarks of their respective owners. We reserve all rights that are not expressly granted to you under these Terms of Use.

All copyright, trademarks, and other intellectual property rights (registered and unregistered) of Gentle Footprints Material belong to Gentle Footprints/Kate Brewer and its suppliers. Gentle Footprints reserves all its rights in Gentle Footprints Material.

Nothing in the Terms grants you a right or licence to use any intellectual property rights owned or controlled by Gentle Footprints or any other third party except as expressly provided in these Terms.

In addition, Gentle Footprints Material contains information and intellectual property that is selected and organized by Gentle Footprints and represents significant work made by Gentle Footprints.

Nothing in the Terms should be construed as granting any licence or right to use Gentle Footprints Material except as expressly provided in the Terms.

You agree to the following:

1. Gentle Footprints Material is the property of Gentle Footprints/Kate Brewer and its suppliers.
2. You will not use Gentle Footprints Material for any purpose other than is expressly permitted in these Terms.
3. You will not distribute in any medium any Gentle Footprints Material without Gentle Footprints prior written authorisation or as expressly provided in these Terms.
4. Any distribution or past distribution of any Gentle Footprints Material that violates these Terms is subject to liquidated damages in an amount equal to that which would be payable by a copyright infringer for knowingly copying a work.
5. Any materials sold on this site are for the use of the person or business entity that purchases them only. The purchase of the materials grants you no right to distribute, resell, or share for the purpose of use by others.

COPYRIGHT COMPLAINTS AND COPYRIGHT

If you are a copyright owner or an agent thereof and believe, in good faith, that any materials provided on the Service infringe upon your copyrights, you may submit a notification by sending the following information in writing to us at hello.gentlefootprints@gmail.com

1. The date of your notification.
2. A physical or electronic signature of a person authorised to act on behalf of the owner of an exclusive right that is allegedly infringed.
3. A description of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site.
4. A description of the material that is claimed to be infringing or to be the subject of infringing activity and information sufficient to enable us to locate such work.
5. Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and/or email address.
6. A statement that you have a good faith belief that use of the material in the manner complained of is not authorised by the copyright owner, its agent, or the law; and
7. A statement that the information in the notification is accurate, and under penalty of perjury, that you are authorised to act on behalf of the owner of an exclusive right that is allegedly infringed.

USER CONSENT TO RECEIVE COMMUNICATIONS IN ELECTRONIC FORM

For contractual purposes, you: (a) consent to receive communications from us in an electronic form via the email address you have submitted; and (b) agree that all Terms of Use, agreements, notices, disclosures, and other communications that we provide to you electronically satisfy any legal requirement that such communications would satisfy if it were in writing. The foregoing does not affect your non-waivable rights.

We may also use your email address to send you other messages, including information about the Site or the Service and special offers. You may opt out of such email by using the "Unsubscribe" link in the message or by sending an email to hello.gentlefootprints@gmail.com

Opting out may prevent you from receiving messages regarding the Site, the Service or special offers.

BILLING AND PAYMENTS

We reserve the right to change products and product pricing at any time. We also reserve the right to refuse any order you place with us. We may, in our sole discretion, limit or cancel quantities purchased per person, per household or per order.

These restrictions may include orders placed by or under the same customer account, the same credit card, and/or orders that use the same billing and/or shipping address.

If we make a change to or cancel an order, we may attempt to notify you by contacting the email and/or billing address/phone number provided at the time the order was made.

WARRANTY DISCLAIMER

THE SERVICE, IS PROVIDED "AS IS," WITHOUT WARRANTY OF ANY KIND. WITHOUT LIMITING THE FOREGOING, WE EXPRESSLY DISCLAIM ALL WARRANTIES, WHETHER EXPRESS, IMPLIED OR STATUTORY, REGARDING THE SERVICE INCLUDING WITHOUT LIMITATION ANY WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE, SECURITY, ACCURACY AND NON-INFRINGEMENT.

WITHOUT LIMITING THE FOREGOING, WE MAKE NO WARRANTY OR REPRESENTATION THAT ACCESS TO OR OPERATION OF THE SERVICE WILL BE

UNINTERRUPTED OR ERROR-FREE. YOU ASSUME FULL RESPONSIBILITY AND RISK OF LOSS RESULTING FROM YOUR DOWNLOADING AND/OR USE OF FILES, INFORMATION, CONTENT OR OTHER MATERIAL OBTAINED FROM THE SERVICE.

SOME JURISDICTIONS LIMIT OR DO NOT PERMIT DISCLAIMERS OF WARRANTY, SO THIS PROVISION MAY NOT APPLY TO YOU.

LIMITATION OF DAMAGES:

RELEASE TO THE EXTENT PERMITTED BY APPLICABLE LAW, IN NO EVENT SHALL THE SITE, THE SERVICE, ITS AFFILIATES, DIRECTORS, OR EMPLOYEES, OR ITS LICENSORS OR PARTNERS, BE LIABLE TO YOU FOR ANY LOSS OF PROFITS, USE, OR DATA, OR FOR ANY INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL OR EXEMPLARY DAMAGES, HOWEVER ARISING, THAT RESULT FROM:

(A) THE USE, DISCLOSURE, OR DISPLAY OF YOUR USER CONTENT;

(B) YOUR USE OR INABILITY TO USE THE SERVICE;

(C) THE SERVICE GENERALLY OR THE SOFTWARE OR SYSTEMS THAT MAKE THE SERVICE AVAILABLE; OR

(D) ANY OTHER INTERACTIONS WITH USE OR WITH ANY OTHER USER OF THE SERVICE, WHETHER BASED ON WARRANTY, CONTRACT, TORT (INCLUDING NEGLIGENCE) OR ANY OTHER LEGAL THEORY, AND WHETHER OR NOT WE HAVE BEEN INFORMED OF THE POSSIBILITY OF SUCH DAMAGE, AND EVEN IF A REMEDY SET FORTH HEREIN IS FOUND TO HAVE FAILED OF ITS ESSENTIAL PURPOSE.

SOME JURISDICTIONS LIMIT OR DO NOT PERMIT DISCLAIMERS OF LIABILITY, SO THIS PROVISION MAY NOT APPLY TO YOU.

If you have a dispute with one or more users, a restaurant or a merchant of a product or service that you review using the Service, you release us (and our officers, directors, agents, subsidiaries, joint ventures and employees) from claims, demands and damages (actual and consequential) of every kind and nature, known and unknown, arising out of or in any way connected with such disputes.

MODIFICATION OF TERMS OF USE

We can amend these Terms of Use at any time and will update these Terms of Use in the event of any such amendments. It is your sole responsibility to check the Site from time to time to view any such changes in this agreement. Your continued use of

the Site or the Service signifies your agreement to our revisions to these Terms of Use.

We will endeavour to notify you of material changes to the Terms by posting a notice on our homepage and/or sending an email to the email address you provided to us upon registration. For this additional reason, you should keep your contact and profile information current.

Any changes to these Terms (other than as set forth in this paragraph) or waiver of our rights hereunder shall not be valid or effective except in a written agreement bearing the physical signature of one of our officers.

No purported waiver or modification of this agreement on our part via telephonic or email communications shall be valid.

GENERAL TERMS

If any part of this Terms of Use agreement is held or found to be invalid or unenforceable, that portion of the agreement will be construed as to be consistent with applicable law while the remaining portions of the agreement will remain in full force and effect.

Any failure on our part to enforce any provision of this agreement will not be considered a waiver of our right to enforce such provision. Our rights under this agreement survive any transfer or termination of this agreement.

You agree that any cause of action related to or arising out of your relationship with the Company must commence within ONE year after the cause of action accrues. Otherwise, such cause of action is permanently barred.

These Terms of Use and your use of the Site are governed by the laws of England without regard to conflict of law provisions.

We may assign or delegate these Terms of Service and/or our Privacy Policy, in whole or in part, to any person or entity at any time with or without your consent.

You may not assign or delegate any rights or obligations under the Terms of Service or Privacy Policy without our prior written consent, and any unauthorised assignment or delegation by you is void.

YOU ACKNOWLEDGE THAT YOU HAVE READ THESE TERMS OF USE, UNDERSTAND THE TERMS OF USE, AND WILL BE BOUND BY THESE TERMS AND CONDITIONS. YOU

FURTHER ACKNOWLEDGE THAT THESE TERMS OF USE TOGETHER WITH THE PRIVACY POLICY BELOW REPRESENT THE COMPLETE AND EXCLUSIVE STATEMENT OF THE AGREEMENT BETWEEN US AND THAT IT SUPERSEDES ANY PROPOSAL OR PRIOR AGREEMENT ORAL OR WRITTEN, AND ANY OTHER COMMUNICATIONS BETWEEN US RELATING TO THE SUBJECT MATTER OF THIS AGREEMENT.

COPYRIGHT COMPLAINTS AND COPYRIGHT

If you are a copyright owner or an agent thereof and believe, in good faith, that any materials provided on the Service infringe upon your copyrights, you may submit a notification by sending the following information in writing to us at hello.gentlefootprints@gmail.com

1. The date of your notification;
2. A physical or electronic signature of a person authorised to act on behalf of the owner of an exclusive right that is allegedly infringed;
3. A description of the copyrighted work claimed to have been infringed, or, if multiple copyrighted works at a single online site are covered by a single notification, a representative list of such works at that site;
4. A description of the material that is claimed to be infringing or to be the subject of infringing activity and information sufficient to enable us to locate such work;
5. Information reasonably sufficient to permit the service provider to contact you, such as an address, telephone number, and/or email address;
6. A statement that you have a good faith belief that use of the material in the manner complained of is not authorised by the copyright owner, its agent, or the law; and

A statement that the information in the notification is accurate, and under penalty of perjury, that you are authorised to act on behalf of the owner of an exclusive right that is allegedly infringed.

COMPLAINTS PROCEDURE

Gentle Footprints is committed to providing you with the highest standard of service. If you are dissatisfied with a training product and wish to complain you should, in the first instance, contact Gentle Footprints in writing by email on hello.gentlefootprints@gmail.com

What happens next?

We'll get back to you as quickly as we can, normally within five business days, but sometimes we might need a little more time to look into your complaint. If this happens, we'll contact you within this time to tell you:

- why we can't respond in full to your concerns yet
- when we'll be back in touch

In most cases, we finish looking into complaints within two weeks but if it takes longer, we'll update you on our progress regularly throughout this time.

Where you are not satisfied with the final response from Gentle Footprints, you also have the right to refer your complaint to Trading Standards. For more information regarding the scope of Trading Standards, please refer to <https://www.tradingstandards.uk/>

Please be aware that Trading Standards will not deal with your complaint until you have given us the opportunity to reply first.

Privacy Policy

By accessing our Site or our Service, you accept our Privacy Policy and Terms of Use (found above), and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

INFORMATION WE COLLECT

Gentle Footprints/Kate Brewer collects "Non-Personal Information" and "Personal Information" in the categories described below.

Usage data

Gentle Footprints/Kate Brewer will process information about your use of our website and services ("usage data"). The usage data may include

- (1) The browser types and versions used
- (2) The operating system used by the accessing system
- (3) The website from which an accessing system reaches our website (so-called referrers)
- (4) The sub-websites

- (5) The date and time (so-called timestamp) of access to the Internet site
- (6) An Internet protocol address (IP address)
- (7) The internet service provider (ISP) of the accessing system
- (8) The geographical location of the user
- (9) The page views and site navigation path
- (10) The pattern of the user's use of the service with regards to timing and frequency
- (11) Any other similar data and information that may be used in the event of attacks on our information technology systems.

The source of the usage data is Google Analytics. We use Google Analytics software to collect information about how you use our site. We do this to help make sure the site is meeting the needs of its users and to help us make improvements, for example improving site search. The usage data collected is needed to:

- (1) deliver the content of our website correctly
- (2) optimise the content of our website as well as any advertisement
- (3) ensure the long-term viability of our information technology systems and website technology
- (4) provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack.

Google Analytics stores information about:

- The pages you visit
- How long you spend on each page
- How you got to the site
- What you click on while you're visiting the site

We don't collect or store your personal information (for example your name or address) so this information can't be used to identify who you are and we don't allow Google to use or share our analytics data.

You can [opt out of Google Analytics cookies](#).

In order to process this information, we have obtained the user's consent in the interest of monitoring and improving our website and services.

Notification data

Gentle Footprints/Kate Brewer may process information that you provide for the purpose of subscribing to our email notifications and/or newsletters ("notification data"). Our newsletter may only be received by the user if:

- (1) the user has a valid email address and
- (2) the user registers for the newsletter shipping.

A confirmation email will be sent to the email address registered by a user for the first time for newsletter shipping, for legal reasons, in a double opt-in procedure. The confirmation email is used to prove whether the owner of the email address as the user is authorised to receive the newsletter.

When the user registers for the newsletter, we also store the IP address of the computer system assigned by the internet service provider (ISP) and used by the user at the time of the registration, as well as the date and time of the registration.

The purpose of the collection of this data is to legally protect Gentle Footprints/Kate Brewer by ensuring an understanding of the possible misuse of the email address of a user at a later date. The personal information collected as part of a registration for the newsletter will only be used to send our newsletter.

The subscription to the newsletter may be terminated by the user at any time. The consent to the storage of personal data, which the user has given prior to the shipping of the newsletter, may be revoked at any time. For the purpose of revoking consent, a corresponding link for unsubscribing is found in each newsletter.

Enquiry data, correspondence data, and customer relationship data

Gentle Footprints/Kate Brewer may process information contained in any enquiry you submit to us regarding our services and products ("enquiry data"). If a user contacts us via email, the personal information transmitted by the user is automatically stored.

The personal information may include:

- (1) the user's contact information
- (2) the user's name
- (3) the name of the user's employer
- (4) the user's job title or role
- (5) the metadata associated with the communication
- (6) and information contained in communications between the user and Gentle Footprints/Kate Brewer

Such personal data transmitted on a voluntary basis by a user to Gentle Footprints/Kate Brewer stored for the purpose of processing or contacting the user, managing our relationships with customers, keeping records of communication with the user, and promoting our products and services to customers.

Publication data

Gentle Footprints/Kate Brewer may process information that the users post for publication on our website or through our services ("publication data"). On our website, users can post information in the following ways:

Comments on blog posts

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymised string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. [The Gravatar service Privacy Policy is available here](#). After approval of your comment, your profile picture is visible to the public in the context of your comment.

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue.

Embedded content from other websites

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Transaction data

Gentle Footprints/Kate Brewer may process information that relates to transactions, including purchases of goods and services, that the user enters into with us and/or through our website ("transaction data"). The transaction data may include:

- (1) the user's contact details
- (2) the user's bank card details
- (3) the transaction details with regard to the purchase

In order to process the transactions on our website, we use the following third-party payment service providers PayPal. We do not store or process your card details ourselves, they are processed and stored via one of these contracted third-party service providers.

We encrypt your payment card details in your browser and securely transfer this data to our relevant third-party payment provider to process a payment.

We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding your payments and dealing with queries relating to your payments and refunds.

You can see details of how your data is processed by Stripe here in their [privacy policy](#). You can view [PayPal's privacy policy](#) here,

HOW WE USE AND SHARE INFORMATION

Personal Information

Except as otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent.

We do share Personal Information with vendors who are performing services for the Company, such as the servers for our email communications who are provided access to the user's email address for purposes of sending emails from us.

Those vendors use your Personal Information only at our direction and in accordance with our Privacy Policy.

In general, the Personal Information you provide to us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about promotional offers.

Non-Personal Information

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information in order to track trends and analyse use patterns on the Site.

This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

Legal purpose of the processing of personal data

Gentle Footprints/Kate Brewer may process any of your personal information identified in this privacy policy where necessary for the establishment, exercise or defence of legal claims, both in court proceedings and in an administrative or out-of-court procedure.

The legal basis for this processing is the protection and assertion of our legal rights, your legal rights and the legal rights of others.

Gentle Footprints/Kate Brewer may also process any of your personal information identified in this privacy policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, fulfilment of tax obligations, or obtaining professional advice. The legal basis for processing is the proper protection of our business against risks.

DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

RETAINING AND DELETING YOUR PERSONAL INFORMATION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We will retain your personal data as follows:

- Email addresses will be retained until you manually request to be removed from our mailing list. This data is stored for the purpose of processing or contacting the user, managing our relationships with customers, keeping records of communication with the user, and promoting our products and services to customers.
- IP addresses will be retained for a minimum period of 30 days and for a maximum period of 14 months. This data is stored to help us improve the Service, customise the user experience and make informed business decisions.

YOUR DATA PROTECTION RIGHTS UNDER THE GENERAL DATA PROTECTION REGULATION (GDPR)

If you are a resident of the EEA, you have the following data protection rights:

- If you wish to access, correct, update, or request deletion of your personal information, you can do so at any time by emailing hello.gentlefootprints@gmail.com
- In addition, you can object to the processing of your personal information, ask us to restrict the processing of your personal information or request portability of your personal information.
- You have the right to opt out of marketing communications we send you at any time. You can exercise this right by clicking on the "unsubscribe" or "opt-out" link in the marketing emails we send you. To opt out of other forms of marketing, please contact us by emailing hello.gentlefootprints@gmail.com
- Similarly, if we have collected and processed your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain.

This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third-party website accessed by selecting a link on our Site or via our Service.

To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application.

We encourage our users to read the privacy statements of other websites before proceeding to use them.

UPDATES

We may update this policy from time to time by publishing a new version on our website. You should check this page occasionally to ensure you are happy with any changes to this policy.

We may notify you of significant changes to this policy by email or by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification.

Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

Cookie Policy

Gentle Footprints website may gather information about your general Internet use by using cookies in order to help you personalise your online experience.

Where used, these cookies are downloaded to your computer automatically. A cookie is a text file placed on your hard disk by a web page server.

Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

'Essential' cookies are automatically placed on your computer or device when you access our website or take certain actions on our website. 'Non-essential' cookies and other technologies are only placed on your computer or device if you have consented to us doing so.

You consent to us placing non-essential cookies on your computer or device by continuing to use our website with your browser settings set to accept cookies.

Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use cookies for the following purposes:

- **authentication** – we use cookies to identify you when you visit our website and as you navigate our website
- **personalisation** – we use cookies to store information about your preferences and to personalise the website for you
- **security** – we use cookies as an element of the security measures used to protect user accounts, including preventing fraudulent use of login credentials, and to protect our website and services generally
- **analysis** – we use cookies to help us to analyse the use and performance of our website and services
- **cookie consent** – we use cookies to store your preferences in relation to the use of cookies more generally.

EXTERNAL THIRD PARTIES

Some of our service providers also use cookies which may be stored on your computer when you visit our website. These are the third-party service providers we use:

1. Google Analytics uses cookies to collect data that helps us understand how people are using the site. We use this information to identify how and where we can improve the customer experience. The data collected through these cookies is anonymous, does not collect specific customer data and is never shared with other third parties. [Google's privacy policy is available here.](#)
2. Facebook uses tracking identifiers for paid advertising activity. We use the information collected by these cookies to help us determine where our ads will be most effective online. The data taken is not confidential data. [Facebook's privacy policy is available here.](#)
3. We use Stripe, and PayPal in order to process your payments. We do not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their privacy policy. We will share transaction data with our payment services providers only to the extent necessary for the purposes of processing your payments, refunding your payments and dealing with queries relating to your payments and refunds.
4. Wix collects your email and first name data to enable you to be added to our mailing list and to deliver downloadable documents you have requested. You can read [LeadPage's privacy policy](#) here.
5. Wix receives name and email data and uses this data to to send you messages, including information about the Site or the Service and special offers. You may opt out of such email by using the "Unsubscribe" link in the message, or by sending an email to hello.gentlefootprints@gmail.com You can unsubscribe from receiving these emails at any time.
6. **You have the ability to accept or decline cookies.** Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

If you do not know how to do this, the links below set out information about how to change your browser settings for some of the most commonly used web browsers:

- [Google Chrome](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Apple Safari](#)

For further information on how we handle personal information please refer to our Privacy Policy above.

SHARING WITH SOCIAL NETWORKS

If you use the buttons that allow you to share products and content via social networks like Twitter and Facebook, these companies may set a cookie on your

computer memory. Your interactions with these features are governed by the privacy statement of the company providing it.

Here is a list of all active Cookies on our website

Cookie Consent

Purpose: Determines whether the visitor has accepted the cookie consent box. This ensures that the cookie consent box will not be presented again upon re-entry.

Google Analytics

Purpose: To understand how people are using the site and to identify how and where we can improve the customer experience.

Facebook

Purpose: To help us determine where our ads will be most effective online and to measure results.

Contact

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to hello.gentlefootprints@gmail.com

This page was last checked/updated on the 10th April 2024.

Data Protection Officer

Our data protection officer's contact details are:
Kate Brewer – hello.gentlefootprints@gmail.com