WHO WE ARE

Tea Leaves & Reads is an independent bookshop based in Weyhill, Andover, Hampshire.

For the purposes of UK data protection legislation, the data controller responsible for your personal information is:

Kathryn Baldwin, trading as Tea Leaves & Reads

Business address:

Tea Leaves & Reads Bookshop
Unit 5, The Fairground Craft & Design Centre
Weyhill
Andover
SP11 0QN

Email: hello@tealeavesandreads.co.uk

If you have any questions about how we collect, store or use your personal information, please contact us using the email address above.

2. INFORMATION WE COLLECT

We may collect and process the following types of personal information when you interact with Tea Leaves & Reads:

- Your name and contact details, including email address, telephone number and postal address.
- Information relating to orders and purchases made through our website or in-store.
- Payment and transaction information necessary to process purchases. We do not intend to collect or store full payment card details where payments are handled by third-party payment providers.
- Information provided when you contact us with an enquiry, feedback or complaint.
- Information provided when you register for our online book club, author events, competitions or giveaways.
- Book purchase information, order references or proof of purchase where required to verify eligibility for an event.
- Information relating to your use of our website, including cookies and website analytics data.
- Information you choose to share with us through our social media channels.

We only collect information that is relevant and necessary for the purposes explained in this policy.

3. WHY WE COLLECT AND USE YOUR INFORMATION

We use your personal information for the following purposes:

- To process and fulfil orders placed through our website or in-store.
- To arrange deliveries and communicate with you about your purchases.
- To respond to customer enquiries and provide customer support.
- To manage customer accounts where applicable.
- To administer our online book club and author events.
- To verify book purchases where required for event registration.
- To administer competitions, giveaways and prize arrangements.
- To manage our website and improve the services we offer.
- To meet our legal, accounting and regulatory obligations.
- To send marketing communications where we are legally permitted to do so and, where required, you have given your consent.

We will not use information collected for one purpose for an unrelated purpose without first establishing an appropriate lawful basis and providing any further privacy information required.

4. OUR LAWFUL BASIS FOR PROCESSING YOUR INFORMATION

Under UK data protection legislation, we must have a lawful basis for collecting and using your personal information.

Depending on the circumstances, we rely on the following lawful bases:

Contract

We process personal information where it is necessary to fulfil an order, provide a service or take steps you have requested before entering into a contract. This includes processing purchases, arranging deliveries and administering services you have booked.

Legitimate interests

We may process information where it is necessary for our legitimate business interests, provided these interests do not override your rights and freedoms.

Our legitimate interests include managing customer enquiries, administering our book club and author events, verifying qualifying purchases, maintaining business records, improving our services and protecting our business against fraud or misuse.

Legal obligation

We may need to collect and retain certain information to comply with legal requirements, including tax, accounting and financial record-keeping obligations.

Consent

Where required, we rely on your consent to send marketing communications or undertake other activities that require your permission.

You can withdraw your consent at any time by contacting us or using the unsubscribe facility in our marketing emails, where available.

5. ONLINE BOOK CLUB AND AUTHOR EVENTS

When you register for one of our online book club events or author Zoom sessions, we may collect your name, email address and details relating to your purchase of the featured book.

This information is used to:

- Manage registrations for our events.
- Verify eligibility for our author Zoom sessions.
- Send Zoom invitations and relevant event information.
- Administer any associated competitions or giveaways.

Where necessary, we may ask you to provide an order reference or proof of purchase to confirm that you have purchased the featured book through Tea Leaves & Reads, either directly from our shop or through our selected Bookshop.org or Libro.fm arrangements.

Event registration information is processed on the basis of our legitimate interests in administering and managing our book club events.

Our registration forms may be hosted through Microsoft Forms. Information submitted through these forms is accessible only to authorised persons responsible for administering the events.

We do not automatically add book club participants to our marketing mailing list as a result of registering for an event.

6. ZOOM MEETINGS AND EVENT RECORDINGS

We occasionally record online author events or book club sessions using Zoom.

Where a session is going to be recorded, attendees will be informed before recording begins. We will explain the purpose of the recording, how it may be used and how long it will be retained.

Recordings may capture participants' names, images, voices and contributions, depending on their participation and the meeting settings.

Where appropriate, attendees can protect their privacy by keeping their cameras and microphones switched off and participating through the chat function.

We may capture group photos at our Zoom events. When we are planning to do this, we will give participants fair warning so that they can choose whether to be visible or not.

If you have questions about an event recording or imagery, please contact us at hello@tealeavesandreads.co.uk.

7. THIRD-PARTY SERVICES AND DATA PROCESSORS

To operate our website and provide our services, we use selected third-party service providers who may process personal information on our behalf or in connection with services you use.

These may include:

IONOS

We use IONOS for website hosting and associated website services.

Microsoft 365

We use Microsoft 365 for business email, administration and communications. We may also use Microsoft Forms to collect information for book club registrations, author events and other business activities.

Zoom

We use Zoom to host online book club meetings and author events. When you join a Zoom meeting, certain personal information may be processed by Zoom in connection with your participation.

Payment providers

We use third-party payment providers to securely process payments for purchases. Your payment information is handled in accordance with the relevant provider's privacy and security arrangements.

Google and social media platforms

We may use services such as Google, Facebook and Instagram to support website functionality, analytics, social media and marketing activities.

Bookshop.org and Libro.fm

Where you choose to purchase a book or audiobook through Bookshop.org or Libro.fm, those organisations process your purchase information in accordance with their own privacy policies. They may also provide information necessary to administer any arrangements involving your chosen supporting independent bookshop.

We take reasonable steps to ensure that third-party providers handling personal information on our behalf have appropriate data protection and security arrangements in place.

We do not sell your personal information to third parties.

8. INTERNATIONAL DATA TRANSFERS

Some of the third-party services we use may process or store personal information outside the United Kingdom.

9. HOW LONG WE KEEP YOUR INFORMATION

We only retain personal information for as long as necessary to fulfil the purposes for which it was collected, including meeting legal, accounting and reporting requirements.

Our general retention periods are:

- **Customer order and financial records:** Retained for the periods required by applicable tax and accounting legislation. For sole traders, HMRC generally requires relevant business records to be retained for at least five years after the 31 January submission deadline for the relevant tax year.
- **Customer enquiries and correspondence:** Generally retained for up to 24 months after the enquiry has been resolved.
- **Book club and author event registrations:** Generally retained for up to six months following the event.
- **Purchase verification information:** Generally retained for up to six months following the event.
- **Zoom recordings:** Generally retained for up to six months, subject to the purpose explained to attendees.
- **Marketing information:** Retained until you withdraw your consent or request removal, where consent is our lawful basis, or until we otherwise determine that the information is no longer required.

Some information may need to be retained for longer where there is a legal obligation, an ongoing dispute or another legitimate reason.

When information is no longer required, we take appropriate steps to securely delete or anonymise it.

10. HOW WE PROTECT YOUR INFORMATION

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

Access to customer information is restricted to those who need it for legitimate business purposes.

Although we take reasonable steps to protect the information we hold, no method of electronic storage or transmission over the internet can be guaranteed to be completely secure.

11. YOUR DATA PROTECTION RIGHTS

Under UK data protection legislation, you have a number of rights in relation to your personal information.

Depending on the circumstances, these include:

Right of access: You can ask us for a copy of the personal information we hold about you.

Right to rectification: You can ask us to correct inaccurate or incomplete information.

Right to erasure: You can ask us to delete your personal information where there is no longer a lawful reason for us to retain it.

Right to restrict processing: You can ask us to restrict how we use your information in certain circumstances.

Right to object: You can object to certain types of processing, including processing based on our legitimate interests. You have an absolute right to object to the use of your information for direct marketing.

Right to data portability: In certain circumstances, you can request a copy of information you have provided to us in a commonly used electronic format.

Right to withdraw consent: Where we rely on your consent, you can withdraw it at any time.

These rights are subject to certain conditions and legal exemptions.

To exercise any of these rights, please email hello@tealeavesandreads.co.uk with details of your request.

We may need to verify your identity before responding. We will respond within the applicable legal timeframe.

12. MARKETING COMMUNICATIONS

We may occasionally send emails about new books, book boxes, events, offers and other news from Tea Leaves & Reads.

We will only send marketing communications where we are legally permitted to do so under applicable data protection and electronic marketing legislation.

Where consent is required, we will ask for your permission before adding you to our marketing mailing list.

You can unsubscribe from marketing emails at any time using the unsubscribe link provided or by contacting us directly.

Registering for an author event or making a purchase does not automatically mean you will receive marketing emails.

13. COOKIES AND WEBSITE ANALYTICS

Our website may use cookies and similar technologies to ensure that the website functions correctly, improve your browsing experience and understand how visitors use our website.

Some cookies are necessary for the operation of the website, while others may be used for analytics or marketing purposes.

Where required, we will request your consent before placing non-essential cookies on your device.

You can manage your cookie preferences through the cookie settings available on our website and through your browser settings.

Please refer to our website cookie information for further details.

14. COMPLAINTS AND THE INFORMATION COMMISSIONER'S OFFICE

We take the protection of your personal information seriously.

If you have concerns about how we have collected, stored or used your personal information, we encourage you to contact us in the first instance so that we can investigate and try to resolve your concerns.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

You can contact the ICO using the following details:

Website: https://ico.org.uk/make-a-complaint/

Telephone: 0303 123 1113

15. CHANGES TO THIS PRIVACY POLICY

We may update this privacy policy from time to time to reflect changes in our business, the services we offer or applicable data protection legislation.

Any changes will be published on this page.

We encourage you to review this policy periodically to remain informed about how we protect your personal information.

Last updated: November 2026