

Melts by Flo privacy policy.

Last updated: October 2025

Business name: Melts by Flo

Owner: Chloe (“Flo”)

Location: Norfolk, United Kingdom

Email: [add your business email here]

Website: [www.meltsbyflo.co.uk or your actual domain]

1. Introduction

Welcome to Melts by Flo!

We care about your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website, make a purchase, or interact with us online (for example, through Etsy, TikTok, Facebook, or email).

By using our website or services, you agree to this Privacy Policy.

2. Information We Collect

We collect information to process your orders and provide the best possible experience. This may include:

- Personal information: Name, address, email, and phone number (for order and delivery purposes).
 - Payment details: Processed securely through third-party payment providers such as Etsy, PayPal, or Shopify. We never store your card details.
 - Order information: Products purchased, order value, and purchase history.
 - Technical data: IP address, browser type, and device information (collected automatically for analytics and security).
 - Marketing preferences: If you sign up for our newsletter or social media updates.
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3. How We Use Your Information

We use your information to:

- Process and fulfil your orders.
 - Send updates about your order (shipping confirmations, etc.).
 - Respond to your messages and customer service requests.
 - Improve our website, products, and customer experience.
 - Send you marketing emails or offers (only if you've given consent).
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4. How We Protect Your Information

Your data security is important to us. We use secure, encrypted connections (SSL) and trusted third-party services (like Etsy, PayPal, or Shopify) that comply with GDPR and UK data protection laws.

We never sell, rent, or trade your personal information.

5. Sharing Your Information

We may share your data only with:

- Service providers: Such as couriers (Royal Mail, Evri) to deliver your order.
- Payment processors: Such as Etsy Payments, PayPal, or Stripe.
- Website and analytics tools: To help us understand website performance.

Each provider only receives the minimum necessary data and is required to protect your information under GDPR.

6. Cookies

Our website uses cookies to improve your browsing experience, such as remembering your cart items and analysing website traffic.

You can choose to disable cookies in your browser settings, though some parts of the site may not function properly.

7. Your Rights (Under UK GDPR)

You have the right to:

- Access the personal data we hold about you.
- Request correction of any inaccurate data.
- Request deletion of your data (“right to be forgotten”).
- Withdraw consent for marketing communications at any time.

To exercise these rights, contact us at [your email address].

8. Retention of Data

We keep your information only as long as necessary to fulfil orders, comply with legal obligations (such as tax laws), or resolve disputes.

9. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be posted here with an updated date.

10. Contact Us

If you have any questions or concerns about this Privacy Policy or your data, please contact:

 Email: info@melts-by-flo.co.uk

 Address: Norfolk, United Kingdom