



## **Wight Originals: General Data Protection Regulation (GDPR)**

The [General Data Protection Regulation](#) (GDPR) is a European Union (EU) regulation governing data privacy, which places new requirements on individuals and businesses offering services both within and into the EU. The aim of the GDPR is to harmonise the existing data privacy laws currently in place across 31 countries in of Europe.

The GDPR went into effect on 25 May 2018, and gives individuals in the EU more transparency, rights, and control around the way their personal information is used. It also provides rights for data deletion, access, and portability.

### **How do we manage this at Wight Originals?**

Safeguarding the privacy of our community of buyers and sellers is core to how we do things here at Wight Originals. Here's a summary:

#### **Transparency around how personal information is used**

- Our Privacy Policy and Cookies Policy provide more details about how we collect, use, and safeguard personal information and the additional rights that this regulation offers.
- Our sellers who offer to sell to EU buyers, must create and comply with their own GDPR-compliant privacy policy, in addition to Wight Originals policies. In support of this, we've provided an additional field in your Wight Original's shop where you can create a privacy policy that will be visible to buyers.
- We've updated privacy features, giving more control over how personal information is used for marketing, advertising, and tracking on Wight Originals. EU members can access these new features on web, mobile web, and will be available on the buying app, when launched.

#### **Improved functionality for subject data access requests and portability**

- Members can download a ZIP file of their personal information (bio, profile image URL, purchases, Conversations, etc.)
- Sellers can download their shop data (financial information, shop address, active listings, etc)

The data is available to download in both CSV and JSON formats. You can open JSON files in applications like Microsoft Excel or Firefox.

We'll continue to review and update site features to address privacy requirements such as GDPR to give you more control over your information, as well as transparency into Wight Originals privacy practices.

### **How does this impact sellers?**

As a Wight Originals vendor if you sell in or into the EU, you may need to:

- Generate your own GDPR-compliant privacy policy in your Wight Originals shop policies for buyers to read and understand. For more information on setting your own privacy policy, [read here \(link\)](#)
- Provide or delete your EU buyers' personal information (should they request it) if you're storing or using it outside of Wight Originals, and adhere to applicable rules on being transparent with how you use buyer information for things like analytics, marketing, or sharing with third parties.
- Consider consulting with a solicitor for guidance on how these new rules could directly affect you.

### **Why are some changes only available to members in the EU?**

GDPR is a regulation that relates to individuals in the EU and as such, we're providing certain changes specific to EU members at this time. However, we're committed to protecting all users' information and privacy through our updated policies and global site changes.

