The Wild Dyery Privacy Policy

The Wild Dyery is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect personal data when you visit our websites, purchase our products or services, or otherwise interact with us. It is written in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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1. Who We Are

In this Privacy Policy, references to “The Wild Dyery”, “we”, “us” or “our” mean The Wild Dyery.

The Wild Dyery operates a number of online properties, including but not limited to:

- thewilddyery.com
- naturalfabricdyeing.com
- womangrowsjeans.com

The Wild Dyery is the data controller for the purposes of UK data protection law.

Contact details:
Email: info@thewilddyery.com
Postal address: The Wild Dyery, Studio 6, 3 Wood St, Hoylake, Wirral, Merseyside, United Kingdom

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2. Personal Data We Collect

2.1 Information You Provide to Us

We may collect personal data when you:

- Subscribe to email updates or free resources
- Register for a course, workshop, class or presentation
- Purchase products or services
- Complete forms on our websites
- Access membership or private content areas
- Contact us by email or other means

The personal data we collect may include your name, email address, postal address, telephone number, billing and payment details, and any other information you choose to provide.

You are not required to provide personal data to browse the public areas of our websites.

2.2 Information Collected Automatically

When you visit our websites, we may automatically collect certain technical information, including:

- IP address
- Browser type and version
- Operating system
- Pages visited and links clicked
- Referring URLs

This information is collected to help us understand how our websites are used and to improve their performance.

2.3 Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Enable core website functionality
- Analyse website traffic and usage patterns
- Improve user experience

Where required by law, we will request your consent before placing non-essential cookies on your device. You can manage or disable cookies through your browser settings at any time.

We may use third-party analytics and marketing tools, such as Google Analytics, Google Ads, Google Tag Manager, Meta (Facebook) Pixel and Hotjar. These providers may collect anonymised or aggregated data in accordance with their own privacy policies.

2.4 Information From Third Parties

We may receive personal data from third-party platforms that support our business operations, such as learning management systems, payment processors or customer relationship management tools (for example, Kajabi, FEACreate or Go High Level), where you have interacted with us through those services.

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3. How We Use Your Personal Data

We use personal data for the following purposes:

- To provide and deliver products, services and digital content
- To process payments and fulfil orders

- To manage customer accounts and memberships
- To communicate with you, including responding to enquiries
- To send marketing communications where you have consented or where permitted by law. All marketing emails include a clear unsubscribe link, and you may opt out of marketing communications at any time.
- To administer promotions, offers or competitions
- To improve our websites, services and offerings
- To comply with legal and regulatory obligations

We do not sell or rent your personal data to third parties.

Where necessary to deliver our services, we may share personal data with trusted third-party service providers such as payment processors, email service providers, website hosts or delivery partners. These parties are required to handle your data securely and only in accordance with our instructions.

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4. Lawful Bases for Processing

Under UK GDPR, we rely on one or more of the following lawful bases when processing personal data:

- Performance of a contract – where processing is necessary to fulfil an order or provide a service
- Consent – where you have given clear permission (for example, for marketing emails)
- Legal obligation – where processing is required by law
- Legitimate interests – where processing is necessary for the operation and improvement of our business, and where your rights and freedoms do not override those interests

Legitimate interests may include fraud prevention, service improvement, customer relationship management and internal analytics. Where we rely on legitimate interests, we ensure that such processing is necessary, proportionate, and does not override your rights and freedoms.

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5. Data Retention

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

When personal data is no longer required, it will be securely deleted or anonymised.

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6. Children's Data

Our websites and services are not intended for children under the age of 13, and we do not knowingly collect personal data from children. If you believe a child has provided personal data to us, please contact us and we will take appropriate steps to remove the information.

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7. International Data Transfers

The Wild Dyery is based in the United Kingdom. Some of our service providers are located outside the UK or European Economic Area (EEA), including in the United States.

Where personal data is transferred internationally, we take appropriate safeguards to ensure an adequate level of protection, including the use of standard contractual clauses approved under UK GDPR or other lawful transfer mechanisms.

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8. Your Rights

You have rights under data protection law, including the right to:

- Access your personal data
- Request correction of inaccurate or incomplete data
- Request erasure of your personal data
- Object to or restrict processing
- Request data portability
- Withdraw consent at any time where processing is based on consent

To exercise your rights, please contact us at info@thewilddyery.com.

You also have the right to lodge a complaint with the UK supervisory authority:

Information Commissioner's Office (ICO)
Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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9. Data Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse or disclosure. Access to personal data is limited to those who have a genuine business need to know. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

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10. Third-Party Websites

Our websites may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites, and we encourage you to review their privacy policies separately.

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11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legal requirements or our practices. The most recent version will always be available on our websites.

Last updated: 29 January 2026