

THE BROCHURE STUDIO

PRIVACY POLICY (UK GDPR-compliant)

1. Introduction

The Brochure Studio Limited (“TBS”, “we”, “us” or “our”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, share and look after your personal information when you visit hello@thebrochurestudio.co.uk (“our site”) or otherwise interact with us. It also tells you about your privacy rights and how the law protects you.

Our site is not intended for children and we do not knowingly collect data relating to children.

2. Who we are and how to contact us

Data controller: The Brochure Studio Limited
Registered number: 16493111
Email: hello@thebrochurestudio.co.uk

You have the right to complain to the Information Commissioner’s Office (ICO) at any time, but we would appreciate the chance to address your concerns first—please contact us using the details above.

3. The data we collect about you

“Personal data” means any information that can identify you. We may collect, use, store and transfer the following categories:

- **Identity Data** – first name, last name, title, date of birth, gender
- **Contact Data** – billing address, delivery address, email, telephone numbers
- **Financial Data** – bank account or payment card details
- **Transaction Data** – details of payments to and from you and of products/services you purchase
- **Marketing & Communications Data** – your preferences in receiving marketing and how you communicate with us
- **Other Data** – any information you voluntarily provide

We also create and use **Aggregated Data** (e.g., statistical or demographic data) that cannot identify you. If we combine Aggregated Data with your personal data so that you can be identified, we treat the combined data as personal data.

We do **not** collect any special category data (sensitive personal data) or information about criminal convictions.

If you do not provide data that we need to fulfil a contract or obey the law, we may be unable to provide our services and will notify you if that is the case.

4. How we collect your personal data

We collect data in three main ways:

1. **Direct interactions** – When you:
 - use or browse our site
 - complete an online form
 - correspond with us by phone, email or post
 - request our services, enter a competition or survey, give feedback, or ask for marketing
2. **Automated technologies** – We automatically collect Technical Data about your device, browsing actions and patterns using cookies and similar technologies. See our Cookie Policy for details.
3. **Third parties and public sources** – We may receive Technical or Contact Data from:
 - analytics providers
 - advertising networks
 - search-information providers
 - payment and delivery service providers
 - data brokers or aggregators
 - publicly available registers

5. How and why we use your personal data

We will only process your personal data when the law allows, usually under one of these grounds:

Legal ground	Typical purpose
Performance of a contract	To provide services, manage payments, fees and charges, collect and recover money owed

Legitimate interests	To run our business, provide administration and IT services, maintain network security, grow our business and develop marketing
Consent	To send you marketing you have requested or agreed to receive (you may withdraw consent at any time)
Legal obligation	To comply with UK law or regulatory requirements

Main uses include:

- responding to enquiries or requests
- delivering and managing design services or ad-space agreements
- administering billing and payments
- managing our relationship with you (notifying you of changes, asking for feedback, etc.)
- marketing relevant services (you can opt out at any time)
- improving our site, products and customer experience
- exercising or defending legal claims

We will only use your data for the purposes for which we collected it, unless we reasonably consider another purpose is compatible with the original one. If we need to use it for an unrelated purpose, we will explain the legal basis.

6. Marketing choices

If you have asked for information or bought services and have not opted out, we may send you marketing about similar services. We will obtain your explicit consent before sharing your details with any third party for their own marketing. You can stop all marketing from us at any time by:

- clicking “unsubscribe” in any email, or
- emailing hello@thebrochurestudio.co.uk

7. Cookies

Your browser can be set to refuse some or all cookies or to alert you when websites set cookies. Disabling cookies may affect site functionality. For full details, see our Cookie Policy.

8. Disclosures of your personal data

We share data only when necessary and under contract:

- cloud-storage, CRM or communication-platform providers
- professional advisers (lawyers, auditors, bankers, insurers)
- HMRC, regulators and other authorities
- parties to a merger, acquisition or business sale
- anyone else you authorise us to share it with

All third-party processors must respect the security of your data and may not use it for their own purposes.

9. International transfers

Some providers may be based outside the UK. Whenever we transfer your data internationally, we ensure a similar degree of protection by:

- transferring only to countries the UK deems to provide adequate protection, or
- using approved Standard Contractual Clauses or equivalent safeguards.

Contact us if you want further details.

10. Data security

We have put in place appropriate security measures to prevent your data being lost, used or accessed unlawfully. Access is limited to staff and service providers with a business need and is subject to confidentiality. We have procedures to deal with any actual or suspected data breach and will notify you and regulators where legally required.

11. Third-party links

Our site may include links or plug-ins to third-party websites. Clicking those links may allow third parties to collect data about you. We do not control those sites and are not responsible for their privacy statements. We encourage you to read the privacy policy of every site you visit.

12. Data retention

We keep your personal data only as long as necessary for the purposes we collected it, including for legal, accounting or reporting requirements. Factors include:

- amount, nature and sensitivity of data
- potential risk of harm from unauthorised use or disclosure
- purposes for processing and whether these can be achieved in other ways
- legal and regulatory obligations

Retention periods vary—please contact us for details of our retention policy. We may anonymise data for research or statistics, in which case we may use it indefinitely without further notice.

13. Your legal rights

Under UK data-protection law you have rights to:

1. **Access** – receive a copy of the personal data we hold about you
2. **Rectification** – correct incomplete or inaccurate data
3. **Erasure** – ask us to delete your data in certain circumstances
4. **Restriction** – suspend our processing in certain circumstances
5. **Portability** – receive your data in a structured, machine-readable format or ask us to transfer it to a third party
6. **Object** – object to processing based on legitimate interests or to direct marketing
7. **Withdraw consent** – at any time where we rely on consent

There is no fee to exercise these rights. We will respond within one month. Contact us using the details in section 2.

14. Changes to this Privacy Policy

We review this policy regularly. Any updates will be posted on this page and, where appropriate, notified to you by email. The revised policy applies from the time it is posted.

15. How to complain

If you have concerns about our use of your personal data, please contact us first. You have the right to lodge a complaint with the ICO:

Information Commissioner's Office
Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
Tel: 0303 123 1113 – www.ico.org.uk