

# Privacy Policy (GDPR)

**Effective date:** 7 April 2026

**Business name:** Emily B Branding

**Contact email:** emilybbranding@gmail.com

Emily B Branding is the data controller responsible for your personal data.

## 1. What data we collect

We may collect and process the following information:

- your name and contact details (such as email address and business name)
- information you provide through enquiry forms or direct communication
- project-related information required to deliver services
- basic website usage data (such as analytics, where enabled)

## 2. Why we collect it (lawful basis)

We use your data for the following purposes:

- to respond to enquiries and provide services (contract / legitimate interests)
- to manage invoicing and legal obligations (contract / legal obligation)
- to improve our website and services (legitimate interests)
- to send marketing communications where you have opted in (consent)

## 3. How your data is stored and shared

Your data is stored securely using trusted third-party services (such as email providers, project tools, invoicing platforms, and website hosting).

We only share your data where necessary to operate the business, and never sell your information.

## 4. Data retention

We retain personal data only for as long as necessary to fulfil business, legal, and accounting requirements.

## 5. Your rights

Under UK GDPR, you have the right to:

- request access to your personal data
- request correction of inaccurate data
- request deletion of your data (where applicable)
- object to or restrict processing (where applicable)
- request transfer of your data (where applicable)

## 6. Cookies

This website may use cookies or similar technologies to improve your browsing experience and collect basic analytics data.

You can control or disable cookies through your browser settings.

## 7. Contact

To exercise any of your rights or ask questions, please contact: emilybbranding@gmail.com

## 8. Legal

This policy is governed by the laws of England and Wales.