

## **Privacy Policy – Treasured Brides**

Treasured Brides is a registered data controller under the Office of the Information Commissioner (ICO). The principles set out in this Privacy Policy apply to all instances in which we receive your personal data as a Data Controller for the purposes described in this policy.

We respect your right to privacy and have implemented security measures to safeguard your personal data. We ensure that your data is managed in accordance with applicable data privacy regulations.

This privacy policy explains what information we collect through the website, how and when we collect it, how it is used and secured, and your rights in relation to your personal data.

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### **1. What Information We Collect**

We only collect personal data when we have your consent or when it is required to provide and improve our services.

#### **1.a) Information You Provide to Us**

You may provide us with personal information such as your name, email address, postal address, and phone number. This can occur when you fill in a contact form, email us directly, or make an enquiry about our services.

#### **1.b) Automatically Collected Information**

We automatically collect certain technical information from your device when you visit our website, including:

- IP address
- Web browser and device type
- Pages visited and time spent on site
- Referring website
- Interaction with email content (e.g. opens and clicks)

This is collected via cookies and similar technologies.

#### **1.c) Information from Third Parties**

We may receive information about you from trusted third-party partners, such as:

- **Google Paid Advertising Services (e.g. Google Ads)**
- **Paid Social Advertising Platforms (e.g. Meta/Facebook, Instagram, TikTok)**

This may include anonymised user behaviour data (e.g. ad interactions, conversions), demographic insights, or interest-based data. When such data is linked to your personal information, it will be treated as personal data in accordance with this policy.

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## 2. How We Use the Information We Collect

We use your information to provide and improve our services, and ensure relevant communication.

### 2.a) Service Operations

To operate the website effectively and provide the services or information requested by you.

### 2.b) Website and Service Improvements

We analyse visitor behaviour to improve our website's performance and user experience. Where used for this purpose, data is processed in an anonymised format.

### 2.c) Communications

We may use your contact information to communicate service updates, respond to enquiries, or send promotional materials. You can opt out of marketing communications at any time.

### 2.d) Cookies, Tracking & Advertising

We use cookies and similar technologies to:

- Personalise your website experience
- Save your preferences
- **Serve relevant advertisements on platforms like Google, Facebook, and Instagram**
- Measure the effectiveness of our digital marketing campaigns (e.g. Google Ads, Meta Ads)
- Monitor site performance and usage

These technologies may be set by us or third-party platforms we use for advertising. For more information, see our [Cookies Policy].

### 2.e) Analytics

We use tools such as **Google Analytics** to understand user interaction with our website. This data is non-identifiable and is not used to personally identify visitors.

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## 3. How Long We Hold Your Data

We retain your data only for as long as necessary for the purposes set out in this policy, including legal and business obligations. Log files used for website and security monitoring are typically retained for short periods unless otherwise required.

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## 4. How We Protect Your Data

We implement appropriate technical and organisational security measures to protect your data. While no system is entirely secure, we take all reasonable steps to prevent unauthorised access or loss. If you suspect your information has been compromised, contact us immediately.

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## 5. Sharing Your Information

We do **not sell** your personal information. We may share it in the following ways:

### 5.a) Public Contributions

Information you post publicly (e.g. blog comments) may be accessible to other users.

### 5.b) Third-Party Service Providers

We use external providers for services such as:

- **Paid advertising (e.g. Google Ads, Facebook Ads, Instagram Ads)**
- Website analytics
- Data storage and hosting
- Technical support

These providers may have access to your data as necessary for performing their services. They are required to protect your data to the same standard as we do.

### 5.c) Aggregated Data

We may share anonymised or aggregated data (e.g. user statistics) for analytical or marketing purposes.

### 5.d) Legal Compliance

We may disclose personal data where legally required or to protect our legal interests or the safety of others.

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## 6. Your Rights

You have the right to:

- Request a copy of your personal data
- Ask us to correct or delete your data
- Restrict or object to certain uses of your data
- Withdraw your consent at any time (e.g. unsubscribe from emails, manage cookies)

Some exceptions apply, such as when data is needed for legal reasons.

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## **7. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. The latest version will be posted on this page with an updated revision date. Significant changes may also be communicated via email. Continued use of our services indicates your acceptance of the latest version.

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## **8. Contact Us**

If you have any questions or concerns about this policy or your personal data, you can contact us via:

**Post:**

Office 1, Sycamore Barn, York YO23 3PA

**Phone:** 07753 740057

**Email:** [info@treasuredbrides.co.uk](mailto:info@treasuredbrides.co.uk)