



# PRIVACY POLICY

Last updated: July 2025

At Brand Blossom, your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your information when you visit our website or use our services.

## 1. Who We Are

Brand Blossom is a creative consultancy offering branding, visual merchandising, web design, and social media services to small businesses and start-ups.

Website: [www.brandblossom.co.uk](http://www.brandblossom.co.uk)

Contact: [ellie@brandblossom.co.uk](mailto:ellie@brandblossom.co.uk)

## 2. What Information We Collect

We may collect and process the following types of information:

- Personal data – such as your name, email address, phone number, and business name, if provided via contact forms, emails, or consultations.
- Website usage data – such as pages visited, time on site, and device type (via cookies and tracking technologies like Google Analytics).
- Social media interaction – if you connect with us through Instagram, LinkedIn, or other platforms.

## 3. How We Use Your Information

We use your information to:

- Respond to enquiries or requests
- Provide and deliver services
- Improve our website and user experience
- Maintain business records and fulfil legal requirements

We do not sell or share your personal data with third parties for their own marketing purposes.

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## **4. Cookies & Tracking**

This site uses cookies and third-party tracking technologies to provide and continually improve our services, enhance your browsing experience, and display advertisements tailored to your interests.

We use a consent management platform (Usercentrics) to help manage these technologies and ensure compliance.

We also use both Google Analytics and Wix Analytics to understand how visitors interact with our site. These tools collect aggregated data such as pages visited, time spent on site, general location (based on IP address), and traffic sources. This information helps us improve the design, functionality, and content of our site. No personal data is used to identify individuals.

You can revoke or change your cookie consent at any time

## **5. How We Store and Protect Your Data**

Your data is stored securely using trusted platforms and cloud-based systems. We take appropriate security measures to protect against unauthorised access, misuse, or disclosure. Access is limited to those who need it to perform services.

## **6. How Long We Keep Your Data**

We only keep your personal data for as long as necessary to fulfil the purpose for which it was collected—unless a longer retention period is required by law or regulation.

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## 7. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Correct inaccurate or outdated information
- Request deletion of your data (in certain circumstances)
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)
- To exercise any of these rights, please email us at [ellie@brandblossom.co.uk](mailto:ellie@brandblossom.co.uk).

## 8. Changes to This Policy

We may update this Privacy Policy from time to time. The most recent version will always be available on our website, and the date at the top will indicate when it was last updated.

## 9. Contact Us

If you have any questions about this policy or how your data is handled, don't hesitate to get in touch:

✉ [ellie@brandblossom.co.uk](mailto:ellie@brandblossom.co.uk)