

CONFIDENTIAL

PRIVACY POLICY

1.7-Privacy-Policy | Webiste Stuff

Last Updated: July 2026

1. WHO WE ARE

Ddraig Studio Ltd (“we”, “us”, “our”) is a company registered in England and Wales (Company No. 16995828).

Registered Office: Albion House, Oxford Street, Nantgarw, Cardiff, CF15 7TR

Website: www.ddraigstudio.co.uk

We are registered with the Information Commissioner’s Office (ICO) as a data controller.
[Registration number once obtained]

For privacy questions, contact: - Email: [INSERT — e.g. hello@ddraigstudio.co.uk] - Post: Ddraig Studio Ltd, Albion House, Oxford Street, Nantgarw, Cardiff, CF15 7TR

2. WHAT DATA WE COLLECT

2.1 Information You Provide

What	When	Examples
Contact details	You fill in a form, email us, or book a meeting	Name, email, phone, organisation name
Project information	You become a client	Business details, brand assets, login credentials you share, content you provide
Payment information	You pay us	Invoicing details (bank details processed by our accounting software, not stored by us)
Communication records	You email, call, or message us	Emails, meeting notes, messages

2.2 Information Collected Automatically

What	How	Why
Website usage	Framer analytics, Google Analytics (if enabled)	Pages visited, time on site, browser type
Cookies	See Cookie Policy	Essential site function, analytics (with consent)

2.3 Information from Third Parties

- Client referrals from partners or existing clients
- Publicly available business information (Company websites, LinkedIn, Companies House)

3. HOW WE USE YOUR DATA

3.1 Lawful Basis

Purpose	Lawful Basis
Responding to enquiries	Legitimate interest
Providing contracted services	Contract performance
Sending proposals and invoices	Contract performance
Marketing our own services (to business contacts)	Legitimate interest
Email newsletter (if you subscribe)	Consent
Improving our website	Legitimate interest
Legal and regulatory compliance	Legal obligation

3.2 We Do NOT:

- Sell your personal data to anyone
- Use your data for automated decision-making
- Transfer your data outside the UK without adequate safeguards

4. WHO WE SHARE DATA WITH

4.1 Service Providers

We use trusted third parties to operate our business:

Provider	Purpose	Data Shared
Framer	Website hosting and analytics	Website usage data
Google Workspace / Microsoft 365	Email, file storage	Email communications, project files
Accounting software (Xero/FreeAgent)	Invoicing	Name, address, payment records
CRM (if used)	Client management	Contact details, communication history
Project management tool	Service delivery	Project files, communications
Bank / Payment processor	Processing payments	Payment details

4.2 Legal Requirements

We may disclose data if required by law, court order, or regulatory authority.

4.3 Business Transfer

If Ddraig Studio Ltd is sold or merged, client data may be transferred as a business asset. You will be notified.

5. DATA RETENTION

Data Type	Retention Period
Client project files	6 years after project completion (statutory limitation period for contract claims)
Financial records	6 years (HMRC requirement)
Enquiries that don't become clients	12 months
Email newsletters — subscriber data	Until you unsubscribe
Website analytics	26 months (Google Analytics default)

6. YOUR RIGHTS

Under UK GDPR, you have the right to:

Right	What It Means
Access	Request a copy of data we hold about you

Right	What It Means
Rectification	Correct inaccurate or incomplete data
Erasure	Request deletion (subject to legal retention requirements)
Restriction	Limit how we process your data in certain circumstances
Portability	Receive your data in a machine-readable format
Objection	Object to processing based on legitimate interest
Withdraw Consent	Where processing is based on consent, withdraw it at any time

To exercise any right, contact us at [EMAIL]. We respond within one month.

You also have the right to complain to the ICO: www.ico.org.uk / 0303 123 1113.

7. SECURITY

We take appropriate technical and organisational measures to protect your data: - Encryption in transit (HTTPS/TLS) - Two-factor authentication on all business accounts - Strong, unique passwords managed via password manager - Access to client data limited to those who need it - Regular software updates and security patches

8. COOKIES

See our separate Cookie Policy for details on cookies used on our website.

9. CHANGES TO THIS POLICY

We may update this policy. Changes will be posted on our website. Significant changes may be notified by email to active clients.

10. CONTACT

For any privacy-related questions or to exercise your rights:

Email: [INSERT] **Post:** Data Protection, Ddraig Studio Ltd, Albion House, Oxford Street, Nantgarw, Cardiff, CF15 7TR

This policy should be reviewed by a data protection professional to ensure full GDPR compliance for your specific processing activities.