

Sandy Armitage Designs Privacy Policy

1. Our contact details and who we are:

1.1 Name: Sandy Armitage (Ms) trading as 'Sandy Armitage Designs'

1.2 The website address is sandyarmitage.co.uk also referred to below as "the site"

1.3 Our Phone Number is: 07772 045527

1.4 Our e-mail address is: sandy@sandyarmitage.co.uk

1.5 Sandy Armitage Designs is based in Colchester. Our postal address will be supplied on any responses to a formal enquiry, on any quotation and on contract correspondence

1.6 Sandy Armitage is the business owner and also the business' Data Protection Officer

2. What Does This Policy Cover?

2.1 This Privacy Policy is intended inform you about:

- (a) what personal information we collect about you and when and how we collect it;
- (b) how and why we use it and whether we share it;
- (c) how we store it and how and when we delete it when it is no longer needed for the purposes for which it is obtained;
- (d) your rights in relation to your personal information, and what you can do if you should have any concerns about our processing of that information; and
- (e) your right to complain if we have been unable to resolve those concerns

2.2 We will only collect and use personal information in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

2.3 Except where otherwise stated, this Privacy Policy applies to both online and offline personal information provided by you.

- (a) Online information is the provision of information by you through your use of our site, or our social media pages, or by email, and our electronic storage of it.
- (b) Offline information is the provision of information by you by other means such as by letter and orally by telephone or otherwise and of which we have kept written records.

2.4 Our site may contain links to other websites. We have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

2.5 See below for information about using links on the site to connect to the facebook and instagram pages of Sandy Armitage Designs.

2.6 This Privacy Policy is dated: **31 July 2026** and is internal version Number **5**. It evidences the policies in place up to that date, and from that date until any following version. Any future amendments will be appropriately identified in this document, along with the effective date of such amendments.

3. The type of personal information we collect

3.1 We collect your contact details including name, address, email and phone number(s) and characteristics (and those of any other adult members of your household) that you have given to us as part of your making or continuing an enquiry with us or as otherwise incidental to your dealings with us;

Sandy Armitage Designs Privacy Policy

3.2 As part of the operation of any contact form on the site, we will use a third party Captcha tool for the purpose of ensuring users are human and not computer bots. Such a Captcha tool may gather data which identifies users for the purposes they state. Your interaction, if required, with the Captcha process indicates your acceptance of the third party's gathering purpose and you should therefore familiarise yourself with them.

3.3 Web servers automatically log visitor IP addresses. The site's hosting account uses a statistics tool to collect anonymous analytics data to which we have access such as pageviews, last time of viewing, time spent, browser and operating system type, and country location. None of this information personally identifies visitors, rather it allows for a general analysis of usage trends of the site.

3.4 From any point at which the site uses any further analytics, this Privacy Notice will be updated to indicate what further data is thereby collected together with any updated consent requirements.

3.5 The site currently contains links to enable a user to click through to the facebook and instagram accounts of Sandy Armitage Designs. Visiting the page with the relevant social media plugins on it may result in users' data being collected by the social media company (depending on the user's browser's configuration) such as IP address and a record of which pages users were visiting at the time. The social media features may also set third-party cookies (or other equivalent technologies such as tracking pixels). Social media providers linked to by the site are joint controllers for the processing of this personal data. The following paragraphs seek to explain the data implications of using these links.

3.6 Facebook

- (a)** When you click a Facebook link on the site through to the Sandy Armitage Designs business Facebook page, Facebook primarily stores your IP address, general geographic location and internet service provider, browser type, device details, and the specific website (i.e. ours) and page you clicked the link from. Facebook uses this to attribute traffic sources, map user navigation patterns, and refine personalized advertising on their platform. If you are actively logged into Facebook, this click-through data is linked to your personal user profile. Note that this is information stored by Facebook, not by us.
- (b)** Facebook Social Plugins (Like/Share buttons or embedded feeds) are not used on our website.
- (c)** Data shared *with* Meta may be further shared *by* Meta, including with its partners or vendors. For comprehensive official details on how user data is managed by Facebook, consult the Meta Cookies Policy <https://www.facebook.com/policies/cookies/>
- (d)** When you interact with our Sandy Armitage Designs Facebook business page, Meta as the owner of the Facebook platform, gathers information which can provide us as page administrator with high-level aggregated analytics, such as [Meta Page Insights](#). However as a page administrator, we do not have access to the personal data processed by Meta.
- (e)** The Page Insights that we can see show aggregated and anonymized trends, including:
 - Demographics: Age ranges, gender, country, city, and language.
 - Engagement data: Views, clicks, reactions, and shares on our posts and reels.
 - Page interactions: How long users spend on our page and direct messages sent to our business inbox.
- (f)** If we should run lead-generation ads or forms, we will collect personal data (such as names, emails, and phone numbers) that users type in and submit voluntarily. Where we

Sandy Armitage Designs Privacy Policy

collect such content or information, we (and not Meta) are collecting this data. We will explicitly obtain your consent to our use of this data before collecting it from you.

- (g) Personally identifiable information is collected only through voluntarily interaction: Name & Profile Details are visible when a visitor comments, shares posts, or reacts to content; Contact information: email addresses, phone numbers, or addresses are only captured if a user voluntarily provides them for example when submitting a lead form as above, making a purchase, or messaging us; by using Direct Messages (Messenger): any personal details, preferences, or transaction history the user shares directly in a private message thread with us.
- (h) Any Personal Identifiable Information (PII) a visitor voluntarily provides or shares on a Facebook Business Page is automatically shared with Meta. To learn more about what Meta does with user data, you should refer to the Meta Privacy Policy <https://www.facebook.com/privacy/policy>.
- (i) Our privacy responsibilities: Because Meta acts as a "joint controller" of visitor data for Page Insights, we are responsible for complying with data privacy laws (such as the UK GDPR). This privacy policy, accessible on our website and our social media pages, and the obtaining of consent referred to above, is our compliance with that responsibility.
- (j) Facebook's page controller addendum can be found here https://www.facebook.com/legal/terms/page_controller_addendum/

3.7 Instagram

- (a) Sandy Armitage Designs uses an Instagram page. When you click a link on our website that redirects to that Instagram page, our site records standard server and analytics data including your IP address, the specific page on our site where the Instagram link was clicked, the time of the click, and information about the device, operating system and web browser type being used. Both platforms being owned by Meta, the above guidance in respect of facebook is equally applicable to instagram.
- (b) Our website does not collect your Instagram account username or password.
- (c) Our website does not use marketing pixels (such as the Meta Pixel). Even if we were to add UTM Parameters to the end of the Instagram link, it would still not provide access to your name, but it would map clicks to specific campaigns.

3.8 The site does not otherwise collect personally identifiable visitor personal data.

4. How we collect your personal information, why we have it and how we use it

4.1 We collect personal information of the types, and through the methods, described in paragraph 3 above.

4.2 The personal information we collect, we process for one or more of the following uses, reasons and purposes:

- (a) To enable us to communicate effectively with you in response to any query from you about our services;
- (b) To enable us to communicate effectively with you where you have specifically agreed to receive general marketing information from us - for example newsletters or other information from time to time on spatial design;
- (c) To evidence any contractual arrangement you may enter into with us for the provision by us of our services to you, and the steps taken to build that arrangement;

Sandy Armitage Designs Privacy Policy

- (d) To enable us to carry out the terms of any contractual arrangement between us;
- (e) To enable us to notify you of changes to our service and policy;
- (f) To enable us to ensure the proper administration of our business including applying and enforcing any terms and conditions of the use of our website or services; to promote security and good practice on the site; investigate any suspicious activity and ensure the site is being used for legitimate purposes.
- (g) If you have provided us with a review or testimonial about the service you have received from Sandy Armitage Designs, we may use the content on our website with reference only to your first name (or your title and the initial of your surname) as the author, and the general nature of the service you had received. We may do this as part of our legitimate interests in promoting our services.

4.3 We may also receive personal information indirectly that you have supplied to a third party for the purpose of that party sourcing our services on your behalf. We would use such information for the purposes of contacting you, and if necessary for the provision of our services to you.

4.4 As we retain the copyright in relation to any design work prepared by us, it is part of our legitimate interests to promote our services for us to be able to continue to use appropriately anonymised information about our service to you in our marketing material, including designs and photographs, likewise appropriately anonymised.

5. When we might share your personal information

5.1 We might share your contact information and information about your requirements to such extent as may be necessary for the purpose of enabling us to help you further those requirements: for example if we have agreed to put you in contact with a contractor who may be able to offer you services that we do not provide. We will notify you of the identity of any such persons.

5.2 We may exceptionally have cause to share your personal information with our professional contacts (such as solicitors, accountants and IT consultants) only to such extent necessary for us to conduct the proper administration of our business, pursuant to our legitimate interests.

5.3 We may also exceptionally be under a legal obligation to share information with competent regulatory, police or government authorities (e.g. HMRC) - but only where necessary or compelled to do so - such as for tax purposes or to comply with reporting (suspected) fraud or other criminal activity.

5.4 We may share with Meta, information that you have given to us on any of Meta's platforms, as a condition of you having the ability to use those platforms to access our information and communicate with us through them.

6. The lawful bases relied on for processing your information:

6.1 Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing your information are:

- (a) **Your consent**, but only to our processing of limited contact details provided by you for marketing purposes of sending you details of our services, or newsletters, from time to time; where consent is our lawful basis, you are able to remove this consent at any time by notifying us. We will not rely on consent where the supply of information is in relation to a contract or potential contract between us for the provision of our services.

- (b) **Where we have a contractual obligation.** This is our principal basis for collecting, storing and using your personal information in that doing so is necessary for the performance by us of a contract with you. This basis also applies to information collected for the purposes of communications prior to the entry of any contractual arrangement.
- (c) **Where we may have a legal obligation** (for example to retain certain previously consensually gathered contractual information for our tax purposes and for a period currently of 6 years, which we interpret to include information about the source of our income).
- (d) **For our legitimate interests** which may include our business progression efforts, the marketing of our services, particularly information about potentially beneficial environmental interests; the proper administration of our business; for applying and enforcing our terms and conditions of website use or service; to promote security and good practice on the website; investigate any suspicious activity and ensure the website is being used for legitimate purposes.

7. How we store your personal information, and for how long:

7.1 Your information is securely stored on our premises and backed up to secure storage. Where that back up is to a country outside of the UK, that location is one which is approved under GDPR.

7.2 We will keep your contact details and other personally identifiable information that we have received for a period of 10 years following the completion of the contract when we will securely delete it, unless you have agreed that we may retain it for marketing purposes. As we retain the copyright in relation to any design work prepared by us, we may securely retain the originals of any such work without restriction of time.

7.3 At the end of the retention time specified, we will dispose of your information by deleting such material from our local and backup storage, and testing the efficacy of such deletion through standard searches for such information; secure destruction by shredding / incineration of any paper or disc material containing such information either personally or through contracted destruction depending on volume.

8. Your data protection rights

8.1 Under data protection law, you have rights in respect of your personal information (although particular rights can depend on the type of lawful basis asserted) including:

- (a) **Your right of access** - You have the right to ask us for copies of your personal information.
- (b) **Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- (c) **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- (d) **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- (e) **Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances. This right does not apply where our lawful basis for processing is contractual. This right also does not apply where our lawful basis for processing is consent, though you have the right to withdraw your consent. You



Sandy Armitage Designs Privacy Policy

have a right to object to processing where our lawful basis is our legitimate interests unless we can show that we have compelling legitimate grounds to override your rights, although for direct marketing, your right to object is an absolute right.

- (f) Your right to data portability** - You have the right to ask that we transfer the personal information you gave to us to another organisation, or to you, in certain circumstances. This right only applies to information you have provided to us as controller and where we are carrying out the processing by automated means (i.e. excluding paper files). Further, this right only applies where our lawful basis for processing this information is consent or for the performance of a contract. This right does not apply where we are relying on our legitimate interests as the lawful basis for processing your data.

8.2 You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

8.3 Please contact us: by email at sandy@sandyarmitage.co.uk or by phone on 07772 045527 if you wish to make a request.

9. How will we notify you of any changes?

9.1 Any changes will be noted in an amended Privacy Policy document and posted on the Sandy Armitage Designs website, with the date of any amendment and the version number clearly noted on that document.

9.2 If there are any changes to this Privacy Policy during the course of our dealings with you and which affect those dealings we will also notify you of them in writing either by email, or by post.

10. How to complain

10.1 If you have any concerns about our use of your personal information, in the first instance you can make a complaint to us by contacting us using any of the following contact details: by email to sandy@sandyarmitage.co.uk ; by phone on 07772 045527; or in writing to the address given in response to a request by either of the previous methods.

10.2 You can also complain to the Information Commissioner's Office using the following details if you are unhappy with how we have used your data, or if we have not dealt with your concerns properly.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113
ICO website: <https://www.ico.org.uk>