



## Privacy Policy

Effective Date: April 2025

At Driftwood Creative Designs, we are committed to protecting your privacy and handling your personal data with transparency and care. This Privacy Policy outlines how we collect, use, and protect your information in accordance with the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018, and EDM data management principles.

### 1. Who We Are

Driftwood Creative Designs is a graphic design company based in Nottingham, England. We provide creative services including branding, logos, posters, flyers, banners, signs, menus, and stationery. For data protection purposes, we are the data controller for any personal data we collect from clients, suppliers, and website visitors.

### 2. What Information We Collect

We may collect the following types of personal data:

- Contact details: Name, email address, phone number, business name
- Billing information: Bank details or PayPal email for invoicing and payments
- Project information: Branding guidelines, design briefs, logos, content assets
- Communication data: Emails, feedback, and correspondence
- Website data: If applicable, IP address, browser type, cookies (if website collects data)

### 3. How We Use Your Information

We use your personal data to:

- Communicate with you regarding quotes, projects, and revisions
- Fulfil our contractual obligations
- Invoice and receive payments
- Provide customer support and respond to enquiries
- Maintain internal records and portfolio archives
- Comply with legal obligations

We do not use your information for unsolicited marketing, nor do we sell your data to third parties.

### 4. Lawful Basis for Processing

We process your personal data based on one or more of the following lawful bases:

- Contractual necessity – to carry out our services
- Legal obligation – to maintain tax and business records
- Legitimate interest – to run and grow our business
- Consent – when you voluntarily provide information or agree to marketing (if applicable)



*"Where your vision  
meets our designs"*



## 5. How We Store and Protect Your Data

We follow EDRM (Electronic Document and Records Management) guidelines and UK GDPR-compliant practices to ensure data is:

- Stored securely (e.g. encrypted digital files, password-protected documents)
- Accessed only by authorised personnel
- Retained only as long as necessary for business or legal requirements

## 6. Sharing Your Information

We only share your personal data with:

- Trusted service providers (e.g. payment processors like PayPal)
- Legal or regulatory bodies if required by law

We do not share or sell your data to third parties for advertising purposes.

## 7. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of your data
- Object to processing or request restriction
- Data portability (in certain circumstances)
- Withdraw consent at any time (if processing is based on consent)

To exercise any of these rights, email us at: [Insert Contact Email]

## 8. Cookies and Website Tracking (if applicable)

If our website uses cookies, we will display a cookie notice and provide options to accept or manage preferences. Website usage data is collected for improving our service and user experience.

## 9. Changes to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available on our website or by request.

## 10. Contact Us

If you have questions about this Privacy Policy or how your data is handled, please contact:

Driftwood Creative Designs

Toton Nottingham

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

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).



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