

Privacy Policy

Effective Date: 01 January 2025

At **Logo Lady** (www.logolady.com), your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website or work with us.

By using this website, you agree to the terms of this policy.

1. Who We Are

Logo Lady is a UK-based branding and design business. Our website address is: www.logolady.com.

If you have any questions about this policy, you can contact us at:

Email: trudie@logolady.com

2. What Information We Collect

We may collect and store the following types of personal data:

- **Name and contact details** (email, phone number, address)
 - **Business information** (for project purposes)
 - **Payment details** (only processed securely via third-party providers – we do not store card info)
 - **Website usage data** (via cookies and analytics tools like Google Analytics)
 - **Any information you provide via our contact forms or email**
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3. How We Use Your Information

We use your information to:

- Respond to enquiries and provide quotes
 - Deliver design and branding services
 - Process payments and invoices
 - Send updates or marketing emails (with your consent)
 - Improve our website and user experience
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4. Legal Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), we rely on the following lawful bases:

- **Contract** – to deliver services you request
 - **Consent** – for optional marketing emails
 - **Legitimate interest** – to improve services and protect our business
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5. How We Share Your Data

We do not sell or rent your data. We may share it with trusted third parties who help us deliver services, such as:

- Payment processors (e.g., Stripe, PayPal)
- Email marketing platforms (e.g., Mailchimp, Systeme io)
- Project management or CRM tools (e.g., Trello, Toggl)

These providers are GDPR-compliant and only process your data on our behalf.

6. How We Store and Protect Your Data

We store your information securely using password-protected systems and reputable cloud-based platforms. We keep data only as long as necessary for the purposes outlined in this policy or as required by law.

7. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data
- Withdraw consent for marketing at any time
- Complain to the Information Commissioner's Office (ICO)

To exercise your rights, please contact us at trudie@logolady.com

8. Cookies

We use cookies to enhance your experience and understand how our website is used. You can control cookies through your browser settings.

For more info, see our [Cookie Policy]

9. Links to Other Websites

Our website may contain links to other websites. We are not responsible for their privacy practices. We encourage you to read their privacy policies before sharing your data.

10. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated date.

Need Help?

If you have any questions about this Privacy Policy or how we handle your data, feel free to reach out via email trudie@logolady.com