

Privacy Policy - ESSENCE CONTENT STUDIO 2024/5

Data Controller

Essence Content Studio ("we," "us," or "our") is the data controller responsible for collecting and using your personal data. We are committed to ensuring your data is held securely and that your rights as a user are respected. Our services are not marketed to individuals under 18, and we do not knowingly collect data from anyone under this age.

Effective Date

This privacy policy is effective from 27/12/2024.

What Is This Privacy Policy?

This privacy policy provides information on how Essence Content Studio collects and processes your personal data through your interactions with us, including when you hire our space, attend workshops, or collaborate with us.

The data we collect is used to manage bookings, process payments, and communicate with you about our services.

We may also use your data to send marketing communications, personalize your experience, and provide customer support.

If you have any questions about this privacy policy or wish to exercise your rights regarding your personal data, please contact us at [your email address].

We process your data based on contractual obligations, legal requirements, your consent, and our legitimate business interests.

If you have concerns about our data practices, you have the right to file a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk).

However, we would appreciate the opportunity to address your concerns directly, so please contact us first at zoe@essencecontentstudio.co.uk.

Changes to Your Personal Data

It is important that the personal data we hold about you must be accurate and up to date. Please inform us of any changes to your personal data.

Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes we collected it for, including satisfying any legal, accounting, or reporting requirements.

After this period, your data will be securely deleted or anonymized.

Types of Data Collected and How We Use It

- **Identity and Contact Data:** Includes your full name, address, email address, and phone number. We collect this data to manage your bookings, process payments, and communicate with you about our services. We may also use this information to send you marketing communications if you have opted in.

- **Transaction Data:** Details about payments to and from you and other details of services you have purchased from us. This data is used to process your transactions and manage our relationship with you.
- **Technical Data:** Information about your device, browsing actions, and usage patterns. We use this data to improve our website, services, and user experience.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences. We use this data to ensure we only send you communications that are relevant and of interest to you.

Data Sharing

We do not sell your personal data to third parties. However, we may share your data with trusted service providers who assist us in operating our business, such as payment processors, email service providers, and marketing platforms. These third parties are contractually obligated to protect your data and use it only for the purposes we specify.

Data Security

We have implemented appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorized way, altered, or disclosed. Access to your personal data is limited to those employees, agents, contractors, and other third parties who have a business need to know. They will only process your personal data on our instructions and are subject to a duty of confidentiality.

Your Data Rights

Under data protection laws, you have rights including:

- The right to request access to your personal data.
- The right to request correction of inaccurate or incomplete data.
- The right to request erasure of your personal data in certain circumstances.
- The right to object to processing of your personal data.
- The right to request restriction of processing your personal data.
- The right to request the transfer of your personal data to another party.
- The right to withdraw consent at any time where we are relying on consent to process your personal data.

If you wish to exercise any of these rights, please contact us at zoe@essencecontentstudio.co.uk

Changes to This Privacy Policy

We keep our privacy policy under regular review to reflect changes in our practices or for other operational, legal, or regulatory reasons.

This policy was last updated on 27/12/2024. We will notify you of any significant changes by posting the new policy on our website and, where appropriate, by contacting you directly.