

Privacy & Cookie Policy

1. INTRODUCTION

This privacy notice provides you with details of how we collect and process your personal data through your use of our site www.lilcreativestudio.co.uk and our services.

By providing us with your data, you warrant to us that you are over 13 years of age.

Lil Creative Studio is the data controller and we are responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

Contact Details

Full name of legal entity: Lil Creative Studio Limited

Email address: hello@lilcreativestudio.co.uk

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would be grateful if you would contact us first if you do have a complaint so that we can try to resolve it for you.

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at hello@lilcreativestudio.co.uk

2. WHAT DATA DO WE COLLECT ABOUT YOU

Personal data means any information capable of identifying an individual. It does not include anonymised data.

We may process the following categories of personal data about you:

- **Communication data** that includes any communication that you send to us whether that be through the contact form on our website, through email, text, social media messaging, social media posting or any other communication that you send us, including communications from customers, clients, suppliers, and other contacts. We process this data for the purposes of communicating with you, for record keeping and for the establishment, pursuance or

defence of legal claims. Our lawful ground for this processing is our legitimate interests which in this case are to reply to communications sent to us, to keep records and to establish, pursue or defend legal claims.

- **Client data** that includes data relating to any purchases of goods and/or services such as your name, title, billing address, delivery address, email address, phone number, contact details, purchase details and payment details. This may include data relating to customers, clients, and suppliers where relevant to the provision of our services. We process this data to supply the goods and/or services you have purchased and to keep records of such transactions. Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.
- **User data** that includes data about how you use our website and any online services together with any data that you post for publication on our website or through other online services. We process this data to operate our website and ensure relevant content is provided to you, to ensure the security of our website, to maintain back-ups of our website and/or databases and to enable publication and administration of our website, other online services and business. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business.
- **Technical data** that includes data about your use of our website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, time zone settings and other technology on the devices you use to access our website. The source of this data is from our analytics tracking system. We process this data to analyse your use of our website and other online services, to administer and protect our business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of our advertising. Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

- **Marketing Data** that includes data about your preferences in receiving marketing from us and our third parties and your communication preferences. We process this data to enable you to partake in our promotions such as offers, competitions, prize draws and free giveaways, to deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is our legitimate interests which in this case are to understand how clients use our products/services, to develop them, to grow our business and to decide our marketing strategy.

We may use Client Data, User Data, Technical Data and Marketing Data to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising we serve you. Our lawful ground for this processing is legitimate interests which is to grow our business. We may also use such data to send other marketing communications to you. Our lawful ground for this processing is either consent or legitimate interests (namely to grow our business).

Where we are required to collect personal data by law, or under the terms of the contract between us and, and you do not provide us with that data when requested, we may not be able to perform the contract (for example, to deliver goods or services to you). If you don't provide us with the requested data, we may have to cancel a product or service you have ordered but if we do, we will notify you at the time.

We will only use your personal data for the purpose which it was collected, or for a reasonably compatible purpose if necessary. For more information on this please email us at hello@lilcreativestudio.co.uk. In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

We do not carry out automated decision making or any type of automated profiling.

Sensitive Data

We do not collect any Sensitive Data about you. Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data. We do not collect any information about criminal convictions and offences.

3. HOW WE COLLECT YOUR PERSONAL DATA

We collect data about you through a variety of different methods including:

- **Direct interactions:** You may provide data by filling in forms on our site (or otherwise) or by communicating with us by post, phone, email or otherwise, including when you:
 - order our services;
 - request resources or marketing be sent to you;
 - give us feedback.
- **Supplied by existing clients.** We may be provided with personal data from clients in order to fulfil our contract with them. This usually takes the form of name, contact details, social media profiles and Technical Data.
- **Automated technologies or interactions:** As you use our site, we may automatically collect Technical Data about your equipment, browsing actions and usage patterns. We collect this data by using server logs and similar technologies.
- **Third parties:** analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical, payment and delivery services, such as data brokers or aggregators.
- We may also receive data from publicly available sources such as Companies House and the Electoral Register based inside the United Kingdom.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when legally permitted. The most common uses of your personal data are:

- Where we need to perform the contract between us.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal or regulatory obligation.

Generally, we do not rely on consent as a legal ground for processing your personal data, other than in relation to sending marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by emailing us at hello@lilcreativestudio.co.uk

Purposes For Processing Your Personal Data

Set out below is a description of the ways we intend to use your personal data and the legal grounds on which we will process such data. We have also explained what our legitimate interests are where relevant.

We may process your personal data for more than one lawful ground, depending on the specific purpose for which we are using your data. Please email us at hello@lilcreativestudio.co.uk if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

PURPOSE/ACTIVITY	TYPE OF DATA	LAWFUL BASIS FOR PROCESSING
To register you as a new client	Client	Performance of a contract with you
To process and deliver your contract including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Client (b) Marketing	(a) Performance of a contract with you (b) Necessary for our legitimate interests to recover debts owed to us
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review	(a) Client (b) Communication (c) Marketing	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests to keep our records updated and to study how clients use our products/services
To enable you to partake in a prize draw, competition or complete a survey	(a) Client (b) Communication (c) User (d) Marketing	(a) Performance of a contract with you (b) Necessary for our legitimate interests to study how clients use our products/services, to develop them and grow our business
To administer and protect our business and our site (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Client (b) Technical	(a) Necessary for our legitimate interests for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise (b) Necessary to comply with a legal obligation
To deliver relevant content and advertisements to you and measure and understand the effectiveness of our advertising	(a) Client (b) Communication (c) User (e) Marketing (f) Technical	Necessary for our legitimate interests to study how clients use our products/services, to develop them, to grow our business and to inform our marketing strategy
To use data analytics to improve our website, products/services, marketing, client relationships and experiences	(a) Technical (b) User	Necessary for our legitimate interests to define types of clients for our products and services, to keep our site updated and relevant, to develop our business and to inform our marketing strategy

PURPOSE/ACTIVITY	TYPE OF DATA	LAWFUL BASIS FOR PROCESSING
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Client (b) Contact (c) Technical (d) User (e) Communication	Necessary for our legitimate interests to develop our products/services and grow our business

Marketing Communications

You may receive marketing communications from us if you have:

- (i) requested information from us or purchased goods or services from us; or
- (ii) if you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications; and
- (iii) in each case, you have not opted out of receiving that marketing.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

You can ask us or third party service providers to stop sending you marketing messages at any time by emailing us at hello@lilcreativestudio.co.uk.

Where you opt out of receiving our marketing communications, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to find out more about how the processing for the new purpose is compatible with the original purpose, please email us at hello@lilcreativestudio.co.uk

If we need to use your personal data for a purpose unrelated to the purpose for which we collected the data, we will notify you and we will explain the legal ground of processing.

We may process your personal data without your knowledge or consent where this is required or permitted by law.

5. DISCLOSURES OF YOUR PERSONAL DATA

We may have to share your personal data with the third party service providers set out below for the purposes set out in the table in paragraph 4 above:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
- Professional services including printers, production companies, delivery services, Web Hosting providers in order to fulfil required contracts.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.
- Third party service providers to whom we sell, transfer, or merge parts of our business or our assets.

We require all third party service providers to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third party service providers to process your personal data for specified purposes and in accordance with our instructions.

6. INTERNATIONAL TRANSFERS

Countries outside of the European Economic Area (EEA) do not always offer the same levels of protection to your personal data, so European law has prohibited transfers of personal data outside of the EEA unless the transfer meets certain criteria.

Some of our third party service providers are based outside the European Economic Area (EEA) so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we do our best to ensure a similar degree of security of data by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission; or
- Where we use certain service providers, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe; or
- Where we use providers based in the United States, we may transfer data to them if they are part of the EU-US Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US.

If none of the above safeguards are available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

Please email us at hello@lilcreativestudio.co.uk if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. DATA RETENTION

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

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

By law we have to keep basic information about our clients (including Contact, Identity, Financial and

Transaction Data) for six years after they cease being clients for tax purposes.

In some circumstances you can ask us to delete your data: see below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

9. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/uk-gdpr-guidance-and-resources/individual-rights/individual-rights/>

If you wish to exercise any of the rights set out above, please email us at hello@lilcreativestudio.co.uk

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

11. COOKIES

What's a Cookie?

- A "cookie" is a piece of information that is stored on your computer's hard drive and which records how you move around a website so that, when you revisit that website, it can present tailored options based on the information stored about your last visit. Cookies can also be used to analyse traffic and for advertising and marketing purposes.
- Cookies are used by nearly all websites and do not harm your system.

If you want to check or change what types of cookies you accept, this can usually be altered within your browser settings. You can block cookies at any time by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

How Do We Use Cookies?

- We use cookies to track your use of our website. This enables us to understand how you use the site and track any patterns with regard to how you are using our website. This helps us to develop and improve our website as well as products and/or services in response to what you might need or want.
- Cookies are either:
 - **Session cookies:** these are only stored on your computer during your web session and are automatically deleted when you close your browser
 - they usually store an anonymous session ID allowing you to browse a website without having to log in to each page but they do not collect any personal data from your computer; or
 - **Persistent cookies:** a persistent cookie is stored as a file on your computer and it remains there when you close your web browser. The cookie can be read by the website that created it when you visit that website again.

- Cookies can also be categorised as follows:

- **Strictly necessary cookies:** These cookies are essential to enable you to use the website effectively, such as when buying a product and / or service, and therefore cannot be turned off. Without these cookies, the services available to you on our website cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet.
- **Performance cookies:** These cookies enable us to monitor and improve the performance of our website. For example, they allow us to count visits, identify traffic sources and see which parts of the site are most popular.
- **Functionality cookies:** These cookies allow our website to remember choices you make and provide enhanced features. For instance, we may be able to provide you with news or updates relevant to the services you use. They may also be used to provide services you have requested such as viewing a video or commenting on a blog. The information these cookies collect is usually anonymised.

What Cookies Do We Use?

- We use a combination of cookies to support the security, performance, and functionality of our website.
- These may include strictly necessary cookies required for the safe operation of the website, as well as cookies that help us understand how the site is used and improve the overall user experience.
- Where cookies are not strictly necessary, they will only be used with your consent. You can manage or withdraw your preferences at any time through our cookie settings.
- We aim to minimise the use of cookies and only use them where they provide clear value in improving the website or protecting its users.

12. USE OF AI TECHNOLOGY

Introduction

We respect your privacy and are committed to protecting your personal data. This privacy notice explains how Lil Creative Studio processes personal data when using AI tools and ensures compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

AI Tools in Use

AI refers to a broad category of technologies and methods designed to emulate human thinking and tackle complex challenges. We use AI tools to support business operations, including project management and automation, hosting services, client services, finance and invoicing, legal and compliance services. We also use AI in the provision of our following design and creative services, research and data analysis, content creation and visualisation, website operational services and optimisation, social media management. These tools may process personal data to improve efficiency, enhance accuracy, and optimise service delivery.

What Data Do We Collect?

In using the AI tools, we may process the following types of personal data:

- Contact Details: Full name, email address, telephone number, etc.
- Professional Information: Job title, employer details.
- Financial Information: Payment details, billing information.
- Operational and Client Data: client communication and feedback, project data and workflow metrics
- Website and user analytics: traffic and engagement data, visitor demographics, visitor behaviour, user interaction
- Creative and Marketing: Content performance metrics, social media and marketing analytics, user generated content and feedback
- Other Data: Information provided through correspondence or uploaded documents.

How Do We Collect Your Data?

We collect data directly from you, such as through:

- Online forms or surveys.
- Email correspondence.
- Uploaded files and documents.
- Website analytic tools.
- Cookie and tracking technologies.
- Heatmaps and session recordings.
- Social media analytics.
- CRM and project management systems.
- API integrations and software analytics.

Why Do We Use Your Data?

We process personal data to:

- Improve the quality and speed of our business processes.
- Streamline decision making.
- Resource optimisation.
- Continuous process improvement.
- Deliver our design services more effectively and efficiently.
- Personalise user experiences.
- Enhance user experience.
- Data driven strategy.
- Predictive analytics and trend forecasting.
- Optimise marketing strategies.
- Quality assurance and performance monitoring.

What is the Lawful Basis for Processing?

Our lawful ground of processing is Legitimate Interests in that we are enhancing our service delivery and business efficiency. If we need to process special category data we will ensure that we do so in a compliant way which may include obtaining your explicit consent to such processing.

How We Protect Your Data

Data processed through our AI tools is protected by computer encryption and robust security measures.

Any external AI providers we work with act as data processors under strict contractual agreements ensuring compliance with UK GDPR.

We assess the impact of AI on your data through regular audits and testing to ensure fairness, accuracy, and transparency. We do not make solely automated decisions that have legal or similarly significant effects without your explicit consent or appropriate safeguards in place.

Third-Party Involvement

Our core third party processors include, but are not limited to: Adobe Creative Cloud, Google, Cabin Analytics, WordPress.org, Meta, LinkedIn, YouTube, Vimeo, OpenAI ChatGPT, and Clickup.

We have agreements in place with such data processors to ensure the privacy of your personal data. We take steps to ensure that client data is not used to train or improve third-party AI models. Where tools allow, we apply privacy and data protection settings, and we rely on appropriate

contractual safeguards with our providers. These arrangements are designed to protect personal data in line with UK data protection law.

For details on their privacy standards, refer to their privacy policies:

- Adobe Creative Cloud: <https://www.adobe.com/uk/privacy/policy.html>
- Google: <https://policies.google.com/privacy>
- Cabin Analytics: <https://withcabin.com/privacy>
- WordPress.org: <https://en-gb.wordpress.org/about/privacy/>
- Meta: <https://www.facebook.com/privacy/policy/>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- You Tube: https://www.youtube.com/intl/ALL_uk/howyoutubeworks/our-commitments/protecting-user-data/
- Vimeo: <https://vimeo.com/privacy>
- OpenAI ChatGPT: <https://openai.com/policies/eu-privacy-policy/>
- Clickup: <https://clickup.com/terms/privacy>

POLICY REVIEW

This policy will be reviewed annually, or sooner if significant changes occur in the way the studio operates.

Last reviewed: June 2026