Privacy Policy

This privacy notice tells you what to expect me to do with your personal information.

My contact details

Name: Emma Spurling

Address: Unit 139266, PO Box 7169, Poole, BH15 9EL, UK

E-mail: hello@emmaspurling.com

What type of personal information I collect or use

I collect or use the following information:

- Names and contact details
- Addresses
- Payment details
- Financial transaction information
- Website user information (including user journeys and cookie tracking)

How I get the information, and why I have it

All the personal information I collect or use is provided directly by you when you use my website, or when you enter it there.

I collect or use the following personal information **to provide services:**

- Names and contact details
- Addresses
- Payment details
- Financial transaction information
- Website user information (including user journeys and cookie tracking)

I collect or use the following personal information **for dealing with queries, complaints or claims:**

- Names and contact details

I collect or use the following personal information **to comply with legal requirements:**

- Names
- Addresses
- Payment details
- Financial transaction information

Lawful bases and data protection rights

Under UK data protection law, I must have a "lawful basis" for collecting and using your personal information. There is a list of possible lawful bases in the UK General Data Protection Regulation (GDPR). You can find out more about lawful bases on the website of the Information Commissioner's Office (ICO).

Which lawful basis I rely on may affect your data protection rights, which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website.

→ **Your right of access** – You have the right to ask me for copies of your personal information. You can request other information, such as details about where I get personal information from and who I share personal information with. There are some exemptions, which means you may not receive all the information you ask for.

→ **Your right to rectification** – You have the right to ask me to correct or delete personal information you think is inaccurate or incomplete.

→ **Your right to erasure** – You have the right to ask me to delete your personal information.

→ **Your right to restriction of processing** – You have the right to ask me to limit how I can use your personal information.

→ **Your right to object to processing** – You have the right to object to the processing of your personal data.

→ **Your right to data portability** – You have the right to ask that I transfer the personal information you gave me to another organisation, or to you.

→ **Your right to withdraw consent** – When I use consent as my lawful basis, you have the right to withdraw your consent at any time.

If you make a request, I must respond to you without undue delay and, in any event, within one month.

To make a data protection rights request, please contact me using the contact details at the top of this privacy notice.

My lawful bases for the collection and use of your data

My lawful basis for collecting or using personal information **to provide services** is:

> **Contract** – I have to collect or use the information so I can enter into, or carry out, a contract with you. All your data protection rights may apply, except the right to object.

My lawful basis for collecting or using personal information **for dealing with queries, complaints or claims** is:

> **Legitimate interests** – I am collecting or using your information because it benefits you, my organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. My legitimate interests are:
>
> I need to use your name and contact details to respond to your query, complaint or claim.

For more information on my use of legitimate interests as a lawful basis, you can contact me using the contact details set out above.

My lawful basis for collecting or using personal information **for legal requirements** is:

> **Legal obligation** – I have to collect or use your information so I can comply with the law. All your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

How long I keep information

If you hire my services via this website, I securely store **names and contact details**, **addresses, payment details, financial transaction information** and **website user information** until the 31st January following the tax year in which the transaction was made, plus five years. After this date, I securely destroy it.

For example, if you made a purchase on my website on 1st June 2024 (during the 2024–2025 tax year), I would securely store your personal information until 31st January 2026, plus five years. This means that I would securely destroy the information in February 2031.

If you contact me with a query, complaint or claim, I securely store **names and contact details** until I deem your query, complaint or claim resolved, after which I securely destroy them.

Who I share information with

I may share your personal information with HMRC (the UK tax authority) at its request, for reasons of legal obligation.

How to complain

If you have any concerns about my use of your personal data, you can make a complaint to me using the contact details at the top of this privacy notice.

If you remain unhappy with how I have used your data after raising a complaint with me, you can also complain to the ICO.

The ICO's address is:

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

Helpline number: (+44) 0303 123 1113

Website: https://www.ico.org.uk/make-a-complaint

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4 November 2026