

# Privacy Policy

*Last updated: 3 June 2025*

Tiny Fish Web Design is committed to protecting your privacy. This policy explains what personal data we collect, how we use it, and your rights under UK data protection laws (including the UK GDPR and Data Protection Act 2018).

## 1. Who We Are

Tiny Fish Web Design

Email: [TinyFishWebDesign@gmail.com](mailto:TinyFishWebDesign@gmail.com)

Website: <https://www.tinyfishwebdesign.co.uk>

We are the data controller for the personal information collected via this website.

## 2. What Data We Collect

We may collect the following personal data when you use our website:

Contact Form Submissions: name, email address, phone number, and any other details you provide

Analytics Data: IP address, device/browser type, pages visited (via tools like Google Analytics)

Cookies: small files stored on your device – see Section 6

## 3. How We Use Your Data

We may use your personal data to:

Respond to enquiries submitted via the contact form

Improve our website and user experience

Monitor website traffic and performance (analytics)

Comply with legal obligations

We do not sell or share your data with third parties for marketing.



## **4. Lawful Basis for Processing**

We process your data under the following legal bases:

Consent – when you fill in a form or accept cookies

Legitimate interests – to run and improve our website

Legal obligation – if required by law

## **5. How Long We Keep Your Data**

We retain contact form data for up to 12 months, unless you become a client, in which case we may keep it longer as part of our working relationship. Analytics data is typically anonymised and retained according to Google's retention policies.

## **6. Cookies & Tracking**

This website does not currently use any cookies or tracking technologies.

We do not use Google Analytics, advertising trackers, or any other tools that store cookies on your device. If this changes in the future, we will update this Privacy Policy and provide appropriate cookie notices and consent options.

## **7. Your Rights**

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

Access your personal data

Correct inaccurate data

Request deletion of your data

Object to or restrict certain uses

Withdraw consent at any time

Lodge a complaint with the ICO ([www.ico.org.uk](http://www.ico.org.uk))

To exercise your rights, please email: *[TinyFishWebDesign@gmail.com](mailto:TinyFishWebDesign@gmail.com)*



## **8. Data Security**

We take steps to protect your information, including secure form handling, HTTPS encryption, and access controls. However, please be aware that data sent via the internet is never 100% secure.

## **9. Third-Party Services**

We may use third-party services (e.g., Google Analytics, Netlify hosting) that process data outside the UK. These services are required to comply with GDPR-equivalent safeguards (such as standard contractual clauses or adequacy decisions).

## **10. Changes to This Policy**

We may update this policy occasionally. The latest version will always be available on this page.

### ***Need Help?***

If you have questions about this privacy policy, please contact us at:

[TinyFishWebDesign@gmail.com](mailto:TinyFishWebDesign@gmail.com)

