

Privacy Policy

Design and Innovative IT Services is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains what personal data we collect, why we collect it, how it is used, and your rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.



1. Who We Are

Design and Innovative IT Services is a IT and design consultancy based in South Yorkshire, operated by Katie Hulse. We provide IT Support & Consultancy, Web Design & Development, and Graphic & Digital Design services. For the purposes of UK data protection law, Design and Innovative IT Services is the data controller.

Contact: You can contact us regarding this policy or any data protection matter by emailing us directly. We will respond within a reasonable timeframe and no later than one calendar month.

2. What Personal Data We Collect

We may collect and process the following categories of personal data:

Data Type	How Collected	Purpose
Name, email address, phone number	Contact form / email enquiry	To respond to your enquiry
Project briefs, files, assets	Provided directly by you	To deliver the agreed service
IP address, browser/device info	Google Analytics / website cookies	Website analytics and performance
Communications (emails, messages)	Email correspondence	Service delivery and record-keeping

3. Lawful Basis for Processing

We process your personal data under one or more of the following lawful bases under UK GDPR Article 6:

- **Contractual necessity** — processing required to deliver services you have engaged us to provide.
- **Legitimate interests** — such as maintaining business records, responding to enquiries, and improving our website.
- **Consent** — where you have given clear consent, for example by accepting non-essential cookies or submitting a contact form.
- **Legal obligation** — where we are required to retain records for tax or regulatory purposes.

4. Cookies and Analytics

Our website uses cookies to improve your experience. We use **Google Analytics** to understand how visitors interact with our site. Google Analytics sets cookies that collect anonymised data including your IP address, browser type, and pages visited. This data is processed by Google LLC and may be transferred outside the UK.

We also use **WordPress and associated plugins** (including contact form plugins such as WPForms) which may set functional cookies necessary for the operation of the website.

Non-essential cookies (such as analytics cookies) are only set with your prior consent, which you can manage via our cookie consent banner on your first visit. You may withdraw consent at any time by clearing your browser cookies or adjusting your preferences.

5. Who We Share Your Data With

We do not sell your personal data. We may share data with the following third parties where necessary:

- **Google LLC** — Google Analytics (website usage data). Google's privacy policy applies.
- **WordPress / hosting provider** — Your data may be stored on servers operated by our web host.
- **WPForms or equivalent** — Contact form submissions are processed via our chosen plugin.
- **Professional advisors** — Accountants or legal advisors, where required and under confidentiality obligations.

All third-party processors are required to handle your data in accordance with UK GDPR. We do not share your data with any other party without your explicit consent.

6. How Long We Retain Your Data

We retain personal data only for as long as necessary:

- **Enquiry / contact data** – retained for up to 2 years from last contact, unless a project results.
- **Project files and communications** – retained for the duration of the project and for 6 years thereafter for legal and tax purposes.
- **Analytics data** – retained as per Google Analytics default retention settings (up to 26 months).

When data is no longer required, it is securely deleted. You may request earlier deletion; see Section 7.

7. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

- **Right of access** – to request a copy of the personal data we hold about you.
- **Right to rectification** – to request correction of inaccurate or incomplete data.
- **Right to erasure** – to request deletion of your data where there is no overriding lawful reason to retain it.
- **Right to restrict processing** – to request that we limit how we use your data.
- **Right to data portability** – to receive your data in a structured, commonly used format.
- **Right to object** – to object to processing based on legitimate interests.
- **Right to withdraw consent** – where processing is based on consent, you may withdraw it at any time.

To exercise any of these rights, please contact us by email. We will respond within one calendar month. There is no charge for making a request.

8. Right to Lodge a Complaint

If you have concerns about how we handle your personal data, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**, the UK supervisory authority for data protection.

ICO helpline: 0303 123 1113 | Website: www.ico.org.uk

9. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or disclosure. This includes secure email practices, access controls, and use of reputable third-party services. In the event of a data breach that is likely to result in risk to your rights and freedoms, we will notify the ICO within 72 hours and inform affected individuals where required.

10. Portfolio Use and Social Media

With your prior agreement, completed project work may be featured on our website portfolio and/or social media channels to showcase our services. We will always seek your consent before publishing any work that could identify you or your business. You may withdraw this consent at any time by contacting us.

11. Changes to This Policy

This Privacy Policy may be updated from time to time to reflect changes in our practices or legal requirements. The current version will always be available on our website. We encourage you to review this policy periodically. Continued use of our website or services after any changes constitutes acceptance of the updated policy.

Design and Innovative IT Services – South Yorkshire

Last updated: 22/06/2026