

Privacy Policy

Effective Date: 28th May 2025

WhitbyBalloons.com ("we", "our", or "us") is committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal data, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and guidance from the Information Commissioner's Office (ICO).

1. Who We Are

WhitbyBalloons.com is an online retail business providing balloon decoration services and related products. We are based in the United Kingdom and act as the Data Controller for the purposes of the UK GDPR.

Contact Information:

Whitby Balloons

Toft House Farm, Main Road, Aislaby. Whitby. North Yorkshire. YO21 1SW.

Email: sarah@whitbyballoons.com

Phone: +44 (0)7852142490

2. What Personal Data We Collect

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

- Name
- Email address
- Phone number
- Postal address (for delivery purposes)
- Payment details (processed securely via third-party processors)
- Order history and preferences
- IP address and browser information (for analytics and security)

We do not knowingly collect personal data from children under 13 years of age.

3. How We Collect Your Data

We collect data in the following ways:

- When you place an order on our website
- When you contact us via our website, email, or phone
- When you subscribe to our newsletter
- Through cookies and similar tracking technologies (see Section 7)

4. How We Use Your Data

We use your personal data to:

- Fulfil and manage your orders
- Communicate with you regarding your order or enquiry
- Provide customer support
- Send marketing communications if you have opted in
- Improve our website and services
- Ensure website security and prevent fraud

5. Lawful Bases for Processing

Our lawful bases for processing your data include:

- **Contractual necessity:** to fulfil our obligations when you place an order
- **Legitimate interests:** to improve our services and ensure website security
- **Consent:** for email marketing or where required for specific cookies
- **Legal obligation:** to comply with applicable laws and regulations

6. Sharing Your Data

We do not sell your personal data. We may share it with trusted third parties for specific purposes:

- Payment processors (e.g., Stripe, PayPal)
- Delivery services (DPD or Whitby Balloons delivery driver)
- Email marketing platforms (if you opt in)
- Website analytics and hosting providers

All third-party service providers are obligated to protect your data and comply with GDPR.

7. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your browsing experience, analyse website traffic, and provide personalised content. You can manage your cookie preferences through your browser settings.

8. Data Retention

We retain your personal data only as long as necessary for the purposes for which it was collected, including legal, accounting, or reporting requirements. Typically, we retain order information for up to 6 years.

9. Your Rights

You have the following rights under UK GDPR:

- Right to access your personal data
- Right to rectification
- Right to erasure ("right to be forgotten")
- Right to restrict processing
- Right to data portability
- Right to object
- Rights in relation to automated decision making and profiling

To exercise any of these rights, please contact us using the information in Section 1.

10. Data Security

We implement appropriate technical and organisational measures to safeguard your personal data, including encryption, secure servers, and restricted access.

When you contact us via Facebook or Instagram your message will be held in our Meta Business Suite Inbox for the purpose and duration of your enquiry. Once the enquiry has been dealt with and any subsequent order fulfilled these messages are deleted.

When you contact us via our website or email these messages are held in our Microsoft 365 Inbox for the purpose and duration of your enquiry. Once the enquiry has been dealt with and any subsequent order fulfilled these messages are deleted.

Our Meta Business Suite and Microsoft 365 Inboxes are accessed by Face ID of Sarah Potter (Owner) of Whitby Balloons or 2-factor identification by approved Whitby Balloons contractors.

If you contact us by telephone 07852142490 your messages and/or phone calls will be retained for the purpose of your enquiry and deleted once any subsequent order has been fulfilled. With your verbal permission we may save your contact number on the Whitby Balloons phone if you are a repeat customer for the purpose of quick repeat ordering and ease of communication. This information is saved and protected on the Whitby.Balloons iCloud account which is accessed by 2-factor identification by Sarah Potter (Owner) of Whitby Balloons and authorised contractors.

Whitby Balloons will never knowingly share or sell your contact information.

11. International Data Transfers

Whitby Balloons will never knowingly transfer your personal data outside the UK.

12. Complaints

If you are unhappy with how we handle your data, please contact us first. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

<https://ico.org.uk>

Phone: 0303 123 1113

13. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page and, where appropriate, notified to you via email.

14. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

Email: sarah@whitbyballoons.com

Phone: +44 (0)7852142490

*WhitbyBalloons.com is committed to maintaining your trust and protecting your personal data.
Thank you for choosing us.*