



## **GDPR Terms for Wardrobe Bliss Image Consultancy**

**1. Introduction** Wardrobe Bliss Image Consultancy is committed to protecting and respecting your privacy. This document outlines our practices regarding the collection, use, and disclosure of your personal data in compliance with the General Data Protection Regulation (GDPR).

**2. Data Controller** Wardrobe Bliss Image Consultancy, located at 9 Glebe Road, Deanshanger, Milton Keynes MK19 6LS, is the data controller responsible for your personal data.

**3. Data Collection** We collect and process personal data that you provide directly to us when you:

- Book a consultation
- Fill out forms on our website
- Contact us via phone, email, or other means
- Use our services

The types of personal data we collect include:

- Name
- Contact information (email address, phone number, postal address)
- Payment information
- Personal preferences and style information

**4. Use of Personal Data** We use your personal data for the following purposes:

- To provide and manage our image consultation services
- To process payments and manage bookings
- To communicate with you regarding your consultation and any related services
- To personalise your consultation based on your preferences and needs
- To improve our services and customer experience
- To comply with legal obligations

**5. Legal Basis for Processing** Our legal basis for processing your personal data includes:

- Your consent
- Performance of a contract with you
- Compliance with legal obligations
- Legitimate interests (e.g., improving our services and customer experience)

**6. Data Sharing and Disclosure** We do not sell or share your personal data with third parties, except:

- With service providers and partners who assist us in providing our services (e.g., payment processors, IT support)
- When required by law or to protect our rights
- With your explicit consent

**7. Data Security** We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or damage. These measures include:

- Secure storage and encryption of data
- Access controls and authentication measures
- Regular security assessments and updates

**8. Data Retention** We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected and to comply with legal obligations. After this period, your data will be securely deleted or anonymized.

**9. Your Rights** Under GDPR, you have the following rights regarding your personal data:

- Right to access: You can request a copy of your personal data we hold.
- Right to rectification: You can request correction of inaccurate or incomplete data.
- Right to erasure: You can request deletion of your personal data under certain conditions.
- Right to restrict processing: You can request limitation of data processing under certain conditions.
- Right to data portability: You can request transfer of your data to another organization or to you.
- Right to object: You can object to data processing based on legitimate interests or direct marketing.

To exercise these rights, please contact us at [alison@wardrobebliss.co.uk](mailto:alison@wardrobebliss.co.uk).

**10. Consent Withdrawal** If our processing of your personal data is based on your consent, you have the right to withdraw your consent at any time. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal.

**11. Changes to This Policy** We may update this GDPR terms document from time to time. Any changes will be posted on our website, and where appropriate, notified to you by email.

**12. Contact Us** If you have any questions or concerns about our GDPR terms or data practices, please contact us at: Wardrobe Bliss

9 Glebe Road, Deanshanger. MK19 6LS

[alison@wardrobebliss.co.uk](mailto:alison@wardrobebliss.co.uk)

07418320407

