

# Privacy Policy

24th Oct 2024

**IDEA Design Hub CIC UK** (“we,” “our,” or “us”) is committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, and protect your personal information when you visit our website or interact with our services. By using our website, you agree to the terms of this policy.

## 1. Information We Collect

We collect various types of personal information when you visit our website, make purchases, or communicate with us. The information may include:

- **Personal Identification Information:** Name, email address, postal address, phone number, etc.
- **Transaction Information:** Payment details, billing addresses, and information related to your purchases.
- **Technical Data:** IP address, browser type and version, time zone settings, browser plug-in types and versions, operating systems, and platform information.
- **Usage Data:** Information about how you use our website, such as page views, products viewed, and duration of visits.

## 2. How We Use Your Information

We use your personal information for the following purposes:

- **To Process Transactions:** To manage payments, shipping, and other services related to your purchases.

- **To Improve Our Website:** To monitor website usage and enhance user experience.
- **To Communicate with You:** We may use your contact details to provide updates about our services, respond to inquiries, or send marketing communications if you have opted in.
- **To Comply with Legal Obligations:** We may need to process your data to comply with legal or regulatory requirements.

### **3. Cookies**

Our website uses cookies to enhance your experience. Cookies are small text files that are stored on your device when you visit a website. They help us to:

- Recognise you on future visits.
- Monitor website performance.
- Provide you with targeted marketing based on your browsing behavior.

You can choose to disable cookies in your browser settings, but this may affect the functionality of the website.

### **4. How We Share Your Information**

We do not sell, trade, or rent your personal data to third parties. However, we may share your information with third-party service providers for the following reasons:

- **Payment Processors:** To process transactions securely.
- **Shipping Partners:** To fulfill and deliver your orders.
- **Analytics Providers:** To help us analyze website performance and improve user experience.

- **Legal Authorities:** Where required to comply with legal obligations or protect the rights and safety of others.

## **5. Data Security**

We take the security of your personal information seriously. We use various physical, technical, and organizational measures to ensure your data is protected from unauthorized access, alteration, disclosure, or destruction.

However, please note that no data transmission over the internet can be 100% secure. While we strive to protect your personal data, we cannot guarantee its complete security.

## **6. Retention of Your Data**

We will retain your personal information only for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements.

## **7. Your Rights**

Under the **UK General Data Protection Regulation (GDPR)**, you have certain rights regarding your personal data:

- **Right to Access:** You have the right to request a copy of the personal data we hold about you.
- **Right to Rectification:** You can ask us to correct any inaccurate or incomplete data.
- **Right to Erasure:** You have the right to request the deletion of your data under certain conditions.

- **Right to Restrict Processing:** You can request us to limit the processing of your personal data.

- **Right to Object:** You have the right to object to the processing of your data for marketing purposes.

- **Right to Data Portability:** You can request to receive your data in a structured, commonly used, and machine-readable format.

If you would like to exercise any of these rights, please contact us at:  
info@ideaproject.design

## **8. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review their privacy policies before providing them with your personal information. This includes our chosen booking system.

## **9. Changes to This Policy**

We may update this privacy policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you via email. We encourage you to review this policy periodically for any updates.

## **10. Contact Us**

If you have any questions or concerns regarding this Privacy Policy or how your personal data is handled, please contact us:

IDEA Design Hub CIC

info@ideaproject.design

Address: The Reuben Foundation Wing, Lyric Hammersmith Theatre, Lyric Square, King Street, W6 0QL

This policy is in line with UK data protection laws, including the UK GDPR and the Data Protection Act 2018.