

# Privacy Policy

Effective Date: 26/10/25

Last Updated: 26/10/25

## 1. Introduction

Welcome to [Your Business Name] (“we,” “our,” “us”). We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and share your information when you use our virtual assistant, graphic design, and related digital services (“Services”).

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

By using our website or services, you agree to this Privacy Policy.

## 2. Who We Are

Focus & Clarity is the data controller for the personal information we process.

If you have questions about this policy or your data, you can contact us at:

Email: [louise@focusandclarity.co.uk](mailto:louise@focusandclarity.co.uk)

## 3. Information We Collect

### a. Personal Information

- Full name
- Email address
- Phone number
- Business name
- Postal or billing address
- Payment information (processed securely via third-party providers)

### b. Project and Business Information

We may collect materials and information necessary to complete your project, including:

- Brand assets (logos, colour palettes, images, fonts, etc.)
- Business documents, templates, or data shared for virtual assistant tasks
- Creative briefs, feedback, and communications related to projects

### c. Technical Information

When you visit our website, we may automatically collect:

- IP address and device information
- Browser type and operating system
- Pages visited and time spent on our site

- Cookies and analytics data (see Section 8)

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

We use your information to:

- Provide and manage our virtual assistant and design services
- Communicate with you about projects, support, and updates
- Process invoices and payments
- Manage our business operations and record-keeping
- Improve our website and customer experience
- Send marketing or promotional communications (only with your consent)

Our lawful bases for processing your data under the UK GDPR include:

- Contractual necessity
- Legal obligation
- Consent
- Legitimate interests

#### **5. How We Protect Your Information**

We implement appropriate technical and organisational measures to protect your data, including encrypted storage, restricted access, and regular backups. However, no online system is completely risk-free.

#### **6. Sharing Your Information**

We do not sell or rent your personal information. We may share data only with trusted third-party providers (e.g., web hosts, payment processors) or legal authorities when required.

#### **7. Data Retention**

We retain personal data only as long as necessary to complete services, comply with laws, and resolve disputes. Data is securely deleted when no longer needed.

#### **8. Cookies and Website Analytics**

We use cookies to analyse traffic, improve functionality, and remember preferences. You can disable cookies in your browser settings. See our Cookie Policy for details.

#### **9. International Data Transfers**

Data may be transferred outside the UK when necessary. We use approved safeguards like Standard Contractual Clauses to protect your information.

#### **10. Your Rights**

Under UK GDPR, you have rights to access, correct, delete, restrict, or object to processing, and withdraw consent at any time.

To exercise these rights, contact [louise@focusandclarity.co.uk](mailto:louise@focusandclarity.co.uk)

Complaints can be made to the ICO (<https://www.ico.org.uk>).

### **11. Children's Privacy**

We do not knowingly collect data from anyone under 18.

### **12. Updates to This Policy**

We may update this policy from time to time. The latest version will always be available on our website.

### **13. Contact Us**

Focus & Clarity

Email: [louise@focusandclarity.co.uk](mailto:louise@focusandclarity.co.uk)

Website: [focusandclarity.co.uk](https://focusandclarity.co.uk)