PRIVACY POLICY

Effective Date: 16/09/2026

Business Name: Ruth Wharrier – www.ruthwharrier.com

Contact Email:ruth@ruthwharrier.com

1. WHAT DATA WE COLLECT

When you visit our website, we collect:

- **Contact Information:** Your name, email address, and any details you choose to provide via our contact form.
- **Technical Information:** Basic technical data collected automatically via cookies, such as your IP address, browser type, and how you interact with our website.

2. HOW WE USE COOKIES

We use cookies (small text files placed on your device) to help our website run smoothly. These may include:

- **Essential Cookies:** Necessary for the website to function properly (e.g., maintaining security or loading pages).
- **Functional Cookies:** To remember your preferences if you visit us again.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. However, this may prevent you from taking full advantage of the website.

3. WHY WE COLLECT IT

We use this information to:

- Read and respond to your messages sent via the contact form.
- Ensure the website displays correctly and operates securely.

4. OUR LAWFUL BASIS FOR PROCESSING

Under the UK GDPR, our legal grounds for processing your data are:

- **Consent:** For placing non-essential cookies on your device. You can withdraw this consent at any time by changing your browser settings.
- **Legitimate Interests:** To respond to your direct enquiries and maintain the security and functionality of our website.

5. WHO SEES YOUR DATA

We do not sell, rent, or trade your personal data. Your contact form message goes directly to our secure email inbox. We only share information with third parties if required to do so by law.

6. HOW LONG WE KEEP YOUR DATA

- **Contact Form Messages:** Kept only as long as needed to handle your request, typically up to 12 months, unless you become a regular client.
- **Cookies:** Session cookies are deleted automatically when you close your browser. Persistent cookies remain on your device until they expire or you delete them manually.

7. YOUR RIGHTS

Under data protection law, you have the right to:

- Access, correct, or request the deletion of your data.
- Object to or restrict the processing of your data.
- Withdraw consent for website cookies at any time.

To exercise these rights, please email us at ruth@ruthwharrier.com. If you are unhappy with how we handle your data, you can lodge a complaint with the Information Commissioner's Office (ICO).