



Privacy Policy

At **#abbymade**, I value your trust as much as your digital vision. This policy explains how I collect, use, and protect your personal data when you visit my website or use my digital marketing services.

1. Who I Am

#abbymade is a solo digital marketing agency operated by Abhilasha Suman

- **Contact Email:** abbymade.uk@gmail.com
- **Website:** www.abbymade.co.uk

2. The Data I Collect

I collect only what is necessary to deliver handcrafted digital results:

- **Contact Information:** Name and email address when you use my "Get in Touch" form.
- **Technical Data:** IP address, browser type, and usage data via cookies to improve site performance.
- **Project Data:** Information about your brand and goals shared during our partnership.

3. Why I Process Your Data

I use your information for the following purposes under these legal bases:

- **Contract:** To provide the website building or SEO services you've requested.
- **Consent:** To send you marketing updates or "The Artisan Update" (you can opt out at any time).
- **Legitimate Interests:** To analyze website traffic and protect against technical security threats.

4. How Long Do we Keep Your Data

I only keep your data for as long as necessary to fulfill the purposes I collected it for, such as the duration of our project contract or as required by UK law.

5. Third-Party Sharing & International Transfers

I do not sell your data. I may share it with trusted service providers (e.g., Trello for project management or Google Analytics). If data is transferred outside the UK, I ensure it is protected by legally approved safeguard mechanisms.

6. Your Rights

Under the UK GDPR, you have the following rights:

- The right to **access** the data I hold about you.
- The right to **correct** or **delete** your personal information.
- The right to **object** to or **restrict** my processing of your data.

7. Cookies and AI

- **Cookies:** This site uses a fair cookie banner; no "dark patterns" are used to force consent.
- **AI:** If I use automated tools to help generate your marketing strategies, I will provide clear information about the logic used if it affects your personal data.

8. How to Complain

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