



Privacy Policy

Last updated: 4 August 2026

At Craft we are committed to protecting your privacy and handling your personal information responsibly. This Privacy Policy explains how we collect, use, store, and protect your personal data when you visit www.craftbrand.co.uk or contact us through our website.

This policy has been prepared in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who is responsible for your data?

- Business Name: Craft
- Email: hello@craftbrand.co.uk

These are the details for the data controller responsible for the personal information collected through this website.

2. What information we collect

Information you provide

The only personal information you actively provide through this website is via the contact form.

This may include:

- Your name
- Your email address
- Your company name (if provided)
- Your phone number (if provided)
- Any information you include in your message

Please avoid including sensitive personal information unless it is necessary for your enquiry.



Information collected automatically

When you visit this website, certain information about your visit may be collected automatically through Google Analytics. This may include:

- Your IP address (which may be anonymised where supported)
- Browser type and version
- Device type
- Operating system
- Pages viewed
- Time spent on pages
- Referring website
- Approximate geographic location
- General website interaction data

This information helps us understand how visitors use the website so we can improve its performance and user experience.

3. How we use your information

We use your personal information to:

- Respond to your enquiry
- Communicate with you about services you have requested
- Assess whether we can provide the services you require
- Improve the performance and usability of our website
- Monitor website traffic and visitor behaviour using Google Analytics
- Maintain records of business enquiries

We do not use your information for automated decision-making or profiling.

4. Lawful basis for processing

Under UK GDPR, the lawful bases we rely on are:

- Legitimate interests: to respond to enquiries and improve our website.
- Steps prior to entering into a contract: where you contact us regarding potential services.
- Consent: for non-essential cookies, including Google Analytics, where required.



5. Cookies

This website uses cookies, split across essential and Analytics.

Essential cookies

Essential cookies help the website function correctly and cannot be switched off.

Analytics cookies

With your consent, Google Analytics places cookies on your device to collect information about how visitors use the website. This helps us understand which pages are most useful and how the website can be improved.

Google Analytics may collect information such as:

- Pages visited
- Time spent on the website
- Device and browser information
- Approximate location
- Traffic source

We do not use Google Analytics to identify individual visitors.

You can manage or withdraw your cookie preferences at any time through the website's cookie settings (if available), or by changing your browser settings.

6. Google services

Google Analytics

This website uses Google Analytics, a web analytics service provided by Google LLC. Google Analytics uses cookies and similar technologies to collect information about website usage. Google may process this information on servers located outside the United Kingdom.

Where personal data is transferred internationally, appropriate safeguards are used in accordance with UK GDPR.



You can learn more about how Google processes data here:

<https://policies.google.com/privacy>

Google Search Console

We use Google Search Console to monitor the website's visibility in Google Search and identify technical issues. Search Console provides aggregated information about search performance and does not collect personal information from visitors on our behalf.

7. How long we keep your information

Enquiry information is retained only for as long as reasonably necessary.

If your enquiry does not result in work, we normally delete your information within 12 months.

If you become a client, your information may be retained for longer where required for legal, contractual, or accounting purposes.

Google Analytics data is retained in accordance with the retention period configured within my Google Analytics account.

8. Sharing your information

We do not sell your personal information. Your information may be shared with trusted service providers where necessary to operate our business, including:

- Website hosting provider
- Email service provider
- Google Analytics
- IT support providers

These providers process information only where necessary and are expected to protect it appropriately. We may also disclose information where required by law.



9. International transfers

Some service providers, including Google, may process data outside the United Kingdom. Where this happens, we ensure that appropriate safeguards are in place in accordance with UK data protection law.

10. Keeping your information secure

We take appropriate technical and organisational measures to protect your personal information against unauthorised access, alteration, disclosure, or destruction. However, no internet transmission is completely secure, and we cannot guarantee absolute security.

11. Your rights

Under UK GDPR, you have the right to:

- Request access to your personal information.
- Request correction of inaccurate information.
- Request deletion of your information.
- Request restriction of processing.
- Object to processing in certain circumstances.
- Request transfer of your data where applicable.
- Withdraw consent where processing is based on consent.

To exercise your rights, please contact us using the details below.

12. Complaints

If you have concerns about how we handle your personal information, please contact us first so we can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO):
<https://ico.org.uk/make-a-complaint/>



13. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be published on this page together with the updated revision date.

14. Contact

If you have any questions about this Privacy Policy or how we handle your personal information, please contact:

Craft

Email: hello@craftbrand.co.uk