

Elizabeth Alexandra Interiors Ltd – Privacy Policy

1. Introduction

Elizabeth Alexandra Interiors Ltd is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect personal data when you contact us through our website.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who we are

Elizabeth Alexandra Interiors Ltd is the data controller responsible for your personal data.

Company Number: 16272813

Registered Office: Thompson Wright Ltd, Chartered Accountants, Ebenezer House, Ryecroft, Newcastle-under-Lyme, Staffordshire, ST5 2BE

If you have any questions about this Privacy Policy or how your personal data is handled, you can contact us at lizzie@elizabethalexandra.co.uk

3. Personal data we collect

When you complete the enquiry form on our website, we collect the following information:

- Name
- Email address
- Telephone number
- Location ("Where are you based?")
- Details about your project

All fields are mandatory and are required in order for us to respond to your enquiry. Form submissions are sent to our email address and stored securely within the website database.

4. How we use your personal data

We use your personal data to:

- Respond to your enquiry

- Discuss your project requirements
- Provide information about our services
- Communicate with you regarding potential or ongoing work
- Maintain internal records of enquiries and communications

We do not use your personal data for marketing purposes without your consent.

5. Lawful basis for processing

Under UK GDPR, we rely on the following lawful bases to process your personal data:

- Legitimate interests – to respond to enquiries and operate our business effectively
- Contract – where processing is necessary to take steps before entering into or performing a contract
- Legal obligation – where we are required to comply with applicable laws

6. Data sharing

We do not sell, rent or trade your personal data.

We may share your personal data only where necessary with trusted service providers who support our website or business operations. These providers are required to process data securely and in accordance with data protection law.

We may also disclose personal data where required to do so by law or regulatory authorities.

7. Data retention

We will retain personal data only for as long as necessary to respond to enquiries, manage client relationships, and comply with legal and accounting obligations. When personal data is no longer required, it will be securely deleted or anonymised where appropriate.

8. Your data protection rights

Under UK GDPR, you have the following rights:

- The right to access your personal data
- The right to request correction of inaccurate or incomplete data
- The right to request deletion of your personal data (in certain circumstances)
- The right to object to or restrict processing
- The right to data portability in certain circumstances

To exercise your rights, please contact us using the email address above.
You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) <https://www.ico.org.uk>

9. Data security

We take appropriate technical and organisational measures to protect your personal data against loss, misuse, unauthorised access, or disclosure.
Access to personal data is restricted to authorised individuals only.

10. Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page and will take effect immediately upon publication.

11. Contact us

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