

# **Privacy policy**

**Effective Date: 23 July 2025**

**This Privacy Policy explains how Nightingale Balloons ("we", "our", or "us") collects, uses, and protects the personal information you provide when using our website, <https://nightingaleballoons.com>.**

**We are committed to protecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.**



## **What Information We Collect**

When you submit a form on our website, make an enquiry or make a booking, we may collect the following personal information:

- Your name
- Your email address
- Your phone number (if provided)
- Event address or venue location
- Children's/adult's name and ages (for the personalised items)
- Payment details (processed securely via third-party providers)
- Photos or videos of your item(s)/event
- Any other details you voluntarily provide in your message

## **How We Use Your Information**

We process your personal data only when necessary, and for the following purposes:

- To respond to your enquiries
- To provide you with information about our services
- To maintain records of communication with you
- To improve our website and customer service

We process this information based on our legitimate interest in responding to your enquiry or your consent, where applicable.

## **How We Store and Protect Your Data**

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction.

Data submitted via our contact form may be stored securely in our email system or customer management tools with restricted access.

## **Sharing Your Information**

We do not sell or rent your personal information. We may share your data only:

- When required to do so by law
- To protect our legal rights
- With third-party service providers (e.g. website or email hosting) who help us run our business. These providers are GDPR-compliant and only process data under our instruction.

## **Use of Third-Party Processors (Wix)**

Our website is hosted and managed through **Wix.com Ltd.**, which provides us with the online platform to display our services and receive enquiries via our contact form. Any data you submit through our website may be stored or processed by Wix on our behalf.

Wix acts as a **data processor** under the UK GDPR and processes your information only under our instruction. Wix is

fully compliant with relevant data protection laws and uses secure data storage and processing practices.

For more details, you can review Wix's own privacy policy here:

👉 <https://www.wix.com/about/privacy>

## Children's Privacy

We may collect limited personal information about children, such as their **first name** and **age**, when this is necessary for the planning or delivery of services (e.g. balloon decorations for birthday parties). This information is typically provided by a **parent or legal guardian** through our contact form.

We only use this information to:

- Understand the type of event being requested
- Ensure the suitability of our services for the child's age group
- Communicate with the adult who submitted the enquiry

We do **not** market to children directly, and we do **not** knowingly collect any other data directly from children.

If you believe that we may have collected a child's information without appropriate consent, please contact us immediately at **nightingaleballoons@btinternet.com** so we can investigate and delete the data where appropriate.

## Your Data Protection Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of any inaccurate or incomplete data
- Request deletion of your data
- Object to or restrict processing of your data
- Withdraw your consent at any time (if processing is based on consent)
- Lodge a complaint with the Information Commissioner's Office (ICO): <https://ico.org.uk>

To exercise any of these rights, please contact us at: **nightingaleballoons@btinternet.com**

## Cookies and Tracking

We use cookies or tracking tools (like Google Analytics) to monitor website usage, improve our services, and enhance your user experience. You can manage cookies via your browser settings or through our cookie consent banner.

## External Links

Our website may contain links to external websites. We are not responsible for the content or privacy practices of these third-party sites.

## Use of Photos and Social Media

We may take and use photographs of our balloon decorations and events to showcase our work on our website, social media channels, and marketing materials.

Where photos include identifiable individuals, especially children, we will only publish them with prior **explicit consent** from the parent or guardian. If the parent or guardian sends us copies of photos of the child with their balloon décor, we will take this as explicit consent.

If you provide us with photos or images as part of your enquiry or booking, you agree that we may use these images for promotional purposes unless you specifically tell us otherwise.

If you would like any photo removed or have concerns about the use of images, please contact us at **nightingaleballoons@btinternet.com**, and we will promptly address your request.

## Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, with an updated effective date.

## Contact Us

If you have any questions or concerns about this Privacy Policy, please contact:

Nightingale Balloons

Email: [nightingaleballoons@btinternet.com](mailto:nightingaleballoons@btinternet.com)

Website: <https://nightingaleballoons.com>