WD DESIGNS

Privacy Policy.

This policy explains how WD Designs collects, uses and protects personal information when you visit this website, get in touch or work with me. In this policy, "I" and "me" mean Rita Defoe, trading as WD Designs.

Last updated 2 November 2026

01 Who I am

WD Designs is the trading name of Rita Defoe, a sole trader based in England, providing brand and digital design. I am the data controller for the personal information described in this policy.

WD Designs is registered with the Information Commissioner (ICO), the UK data protection regulator. Registration number: **ZC283379**.

Correspondence address (for post only, not open to visitors): 19 Silens Works, 29 Peckover Street, Bradford BD1 5BD.

You can contact me about anything in this policy at info@the-wddesigns.com.

02 Information I collect

- **When you contact me:** your name, email address, project type or subject, your message, and anything else you choose to share.
- **When you become a client:** your contact and business details, project information and feedback, approvals, invoices and payment records.
- **When you visit this website:** basic technical information such as your IP address, browser type and the pages requested. My website host records this automatically in server logs to keep the site secure and working.

I do not knowingly collect information from children, and I do not ask for special category information such as health details.

03 How and why I use your information

The law requires a lawful basis for each use of personal information. These are the uses and the basis for each:

- **Replying to your enquiry and arranging a call.** Basis: legitimate interests in responding to people who contact me, or taking steps you ask for before entering into a contract.

- **Delivering your project, managing our work together and sending invoices.** Basis: performance of a contract.
- **Keeping accounting and tax records.** Basis: legal obligation.
- **Keeping this website secure and working properly.** Basis: legitimate interests.

I do not send marketing emails without your consent, I never sell your information, and I do not make decisions about you by automated means.

04 Cookies

This website does not use advertising or analytics cookies, and it does not track you across other websites. WordPress may set essential cookies when a site administrator logs in; these are not set for visitors.

If I add analytics or any other non-essential cookies in future, I will update this policy and ask for your consent before they are used.

05 Who I share it with

I only share personal information with trusted service providers who help me run the business, such as my website host, email provider, accountant and bank, and with professional advisers or authorities where the law requires it. These providers may only use your information to provide their service to me and must keep it secure.

06 International transfers

Some of my service providers may store information outside the UK. Where that happens, I make sure appropriate safeguards are in place, such as UK adequacy regulations or the International Data Transfer Agreement approved by the ICO.

07 How long I keep it

- **Enquiries that do not lead to a project:** up to two years from our last contact.
- **Client, project and financial records:** six years after the end of the tax year they relate to, to meet tax and accounting rules.
- **Website server logs:** for the short period set by my website host.

After these periods, information is securely deleted.

08 Keeping it secure

This website uses an encrypted connection (HTTPS). Your information is kept in password-protected accounts, and only I can access it. No system is completely secure, but I take reasonable steps to protect your information from loss, misuse and unauthorised access.

09 Your rights

Under UK data protection law you have the right to:

- ask for a copy of the information I hold about you;
- ask me to correct information that is wrong or incomplete;
- ask me to delete your information;
- ask me to restrict or stop using your information;
- object to how I use your information;
- receive your information in a portable format;
- withdraw your consent at any time, where I rely on consent.

To use any of these rights, email info@the-wddesigns.com. There is normally no charge, and I will reply within one month.

10 Concerns and complaints

If you have a concern about how I handle your information, please contact me first so I can put it right.

You also have the right to complain to the ICO at ico.org.uk/make-a-complaint or by calling 0303 123 1113.

11 Changes to this policy

I may update this policy from time to time. The date at the top of this page shows when it was last changed.
