

# Privacy Policy for Little Pixies

Effective Date: 2024-07-03

## Introduction

Welcome to Little Pixies. We are committed to safeguarding your privacy and ensuring that your personal data is protected. This Privacy Policy outlines how we collect, use, and safeguard your information when you visit our website, including our invite page, to request an invite to a fairy photography session or engage with any of our services. This policy is designed to comply with UK privacy laws, including the UK General Data Protection Regulation (UK GDPR).

## Information We Collect

When you interact with our website, little-pixies.com, and request an invite to a fairy photography session, we collect the following personal information:

- Name
- Email Address
- Phone Number

In subsequent phone calls, we may collect additional information to enhance your experience:

- Your interest in the sessions
- General information about your family

When you book a session, we require the following additional information:

- Payment details (handled securely by Stripe)
- House address (used to ship your artwork)
- Any special needs or allergies of the children attending the session (to ensure health and safety and the best experience)

## How We Use Your Information

We use the personal data collected for the following purposes:

1. **Customer Relationship Management:** To maintain and manage our relationship with you.
2. **Facilitate Photography Session Invitations:** To invite you to the fairy photography session.

3. **Enhance Your Experience:** To tailor our services based on your interests and family information.
4. **Marketing Communications:** To send you promotional emails and mobile messages about our services, events, community activities, and special offers.
5. **Order Fulfillment:** To process payments, ship artwork, and ensure health and safety during the sessions.

## Data Storage and Processing

Your personal data will be collected and stored by our Customer Relationship Management (CRM) provider, HighLevel, Inc. Payment details are securely handled by Stripe. Additionally, we may use other third-party services to process your data as necessary for our business operations.

## Data Sharing

We respect your privacy and ensure that your personal data is never sold to third parties. We only share your data with trusted third parties who assist us in operating our business, such as our CRM provider and Stripe, and only as necessary to perform their services.

## Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Consent:** By providing your personal information, you consent to the processing of your data for the purposes stated above.
- **Legitimate Interests:** We may process your data to pursue our legitimate interests in maintaining and improving our services, provided these interests are not overridden by your rights and interests.

## Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, disclosure, alteration, or destruction. Our data protection measures include encryption, access controls, and secure storage solutions.

## Your Rights

Under the UK General Data Protection Regulation (UK GDPR), you have the following rights regarding your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request correction of any inaccurate or incomplete data.

- **Right to Erasure:** You can request the deletion of your personal data, subject to certain conditions.
- **Right to Restrict Processing:** You can request that we limit the processing of your personal data.
- **Right to Data Portability:** You can request to receive your personal data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your personal data under certain circumstances.

To exercise any of these rights, please contact us at [support@little-pixies.com](mailto:support@little-pixies.com).

## Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this policy periodically to stay informed about how we are protecting your data.

## Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Little Pixies  
30 Rowlands Avenue  
Waterlooville, PO7 7RU  
Email: [support@little-pixies.com](mailto:support@little-pixies.com)

Thank you for choosing Little Pixies. We look forward to capturing magical moments with you.