

Privacy Policy for Crafty Wizards

Last updated: 25 June 2025

Crafty Wizards (“we”, “us”, or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our website <https://craftywizards.com>, contact us, or use our services.

1. Who We Are

Crafty Wizards is a provider of educational and creative experiences for children. Our website is designed to inform parents and guardians about our services and allow them to get in touch with us.

2. What Information We Collect

We may collect and process the following personal data:

- **Contact information** – such as name, email address, phone number.
 - **Child-related information** – such as child’s name and age (if submitted via a contact form or registration).
 - **Technical information** – such as IP address, browser type, device information, and how you use our site (via cookies or analytics).
 - **Correspondence** – including messages sent through our website contact forms or email.
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3. How We Use Your Information

We use your information to:

- Respond to enquiries or messages you send us.
- Provide information about our services and availability.

- Improve our website and customer experience.
 - Fulfil our legal and regulatory obligations.
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4. Legal Basis for Processing

We process your personal data based on one or more of the following:

- Your **consent** (e.g., when you fill out a form).
 - **Contractual necessity** (e.g., pre-contractual enquiries or service requests).
 - Our **legitimate interests** (e.g., marketing or website analytics).
 - **Legal obligations**.
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5. Sharing Your Information

We do not sell or rent your personal data. We may share it with:

- Trusted service providers who help us run our website or communications.
- Legal authorities where required by law.
- Internal staff involved in handling enquiries and registrations.

All data processors we use are GDPR-compliant.

6. Cookies and Analytics

We use cookies and analytics tools (e.g., Google Analytics) to understand how visitors interact with our site. You can manage your cookie preferences through your browser settings. For more information, please see our **Cookie Policy**.

7. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy, unless a longer retention period is required by law.

8. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data.
- Correct inaccurate or incomplete data.
- Request deletion of your data.
- Restrict or object to processing.
- Withdraw consent at any time.
- Lodge a complaint with the ICO (Information Commissioner's Office).

To exercise any of these rights, please contact us using the details below.

9. Data Security

We take reasonable precautions to protect your information. This includes secure servers, encrypted data transmission where applicable, and access controls.

10. Children's Privacy

We do not knowingly collect personal information directly from children under 13 without verifiable parental consent. All communications should be made by a parent or guardian.

11. 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 revision date.

12. Contact Us

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

Crafty Wizards

Email: info@craftywizards.com

Phone: 020 8355 3002

Website: <https://craftywizards.com>