Privacy policy

Website Glowups by Caro · Updated October 2026

Draft for review, not legal advice

This policy explains what personal information I collect, why I need it and how I look after it. I keep it short and in plain English, and I only ever collect what I need.

1 Who I am

I'm Caro Syson, a sole trader trading as Website Glowups in Hatfield, Hertfordshire. I'm the controller of your personal data under the UK GDPR and the Data Protection Act 2018. You can email me at hello@websiteglowups.co.uk or write to me at The Oak Tree, Hatfield, Hertfordshire.

2 What I collect

- **Free website check:** your website address, business name, name, email and phone number.
- **Booking a call:** your name, business name, phone, email and website, what you'd like your new website to do, and the name or code of anyone who referred you.
- **If you become a client:** what I need to build, host and look after your website and bill you, plus our messages.

3 Why I use it

- **To arrange and hold your call and do your free website check.** These are steps you've asked me to take before we agree a contract.
- **To follow up after your call or check.** This is in my legitimate interests, as you got in touch with me first.
- **To deliver, host and bill my services.** This is needed to carry out our contract.
- **To keep my tax and accounting records.** This is a legal obligation.

I'll never send you marketing unless you've said yes, and you can change your mind at any time. I never sell your data.

4 Who helps me

I use a few trusted services to run my business. They only use your data to provide their service to me.

- **Stripe** takes card payments. Stripe handles your card details securely, so I never see your full card number.
- **Cloudflare** hosts my website. Its Web Analytics counts visits without cookies and without identifying you.
- **Google Search Console** shows me how my website appears in Google searches, never who you are.
- **My accountant, or HMRC,** if they need to see my records.

Some of these providers may handle data outside the UK. When they do, they use safeguards approved under UK law.

5 How long I keep it

- **Enquiries that don't go ahead:** deleted 12 months after we were last in touch.
- **Client records:** kept for 6 years after our work ends, as I need them for tax.

6 Your rights

You can ask me to show you the data I hold about you, correct anything that's wrong, delete it, or stop or limit how I use it. You can also object to my use of it, or ask for a copy to take elsewhere. Just email me at hello@websiteglowups.co.uk and I'll reply within one month.

If you're unhappy with how I've handled your data, you can complain to the Information Commissioner's Office at ico.org.uk. I'd always welcome the chance to put things right first.

7 Cookies

My website doesn't use tracking or advertising cookies. My visitor figures are counted without cookies, which is why there's no cookie banner. My host may use a strictly necessary cookie to keep the site secure and working.

8 Keeping it safe and changes

I keep your details in secure, password protected accounts and only use them for the reasons above. If I change this policy, I'll update it here and change the date at the top.