

Studio Inku customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [Who we share information with](#)
- [Sharing information outside the UK](#)
- [How to complain](#)

Contact details:

Email

getcurious@studioinku.com

What information we collect, and why

We collect or use the following information to provide and improve products and services for clients:

- Names and contact details
- Addresses
- Payment details (including card or bank information for transfers and direct debits)
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website, products and services)
- Records of meetings and decisions
- Website user information

We collect or use the following personal information for information updates or marketing purposes:

- Names and contact details
- Marketing preferences

We collect or use the following personal information to comply with legal requirements:

- Name
- Contact information
- Any other personal information required to comply with legal obligations

We collect or use the following personal information for dealing with queries, complaints or claims:

- Names and contact details
- Purchase or service history
- Customer or client accounts and records
- Financial transaction information
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- Your right of access - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- Your right to erasure - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- Your right to restriction of processing - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- Your right to object to processing - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- Your right to withdraw consent – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to provide and improve products and services for clients are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We use client information where necessary to manage our relationships with clients, communicate about projects, understand and improve the services we provide, and maintain appropriate business records. This helps us provide an effective and consistent service. We only use information that is reasonably necessary for these purposes and do not use it in ways that would unfairly affect the rights or interests of our clients.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for information updates or marketing purposes are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information to comply with legal requirements:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:

- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We use relevant information where necessary to respond to queries, investigate and resolve complaints, and establish, exercise or defend legal claims. Keeping appropriate correspondence, project and transaction records helps us understand what happened and respond fairly and accurately. We only use information that is reasonably necessary for these purposes and balance our interests against the rights and interests of the people involved.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you
- Publicly available sources
- Suppliers and service providers

How long we keep information

We keep personal information only for as long as we need it for the purpose it was collected, including to provide our services, maintain appropriate business records, meet legal and tax obligations, and deal with any queries or claims.

As a general guide:

- **Enquiries that do not become projects:** up to 2 years after our last contact.
- **Client and project records:** for the duration of our working relationship and generally for up to 6 years after the project or relationship ends, where we may need the records for business, contractual or legal purposes.
- **Financial and tax records:** for as long as required by UK tax and accounting rules. Where records relate to self-employed business activity, this is generally at least 5 years after the relevant Self Assessment filing deadline.
- **Marketing and newsletter information:** until you unsubscribe or withdraw your consent, or we determine that the information is no longer needed.
- **Website and analytics information:** according to the retention periods of the analytics and website tools we use, and only for as long as necessary for the relevant purpose.

We may keep information for longer where we are required to do so by law or where it is necessary in connection with a legal claim. We periodically review the information we hold and delete or anonymise personal information when we no longer need it.

Who we share information with

Data processors

We use trusted service providers to help us operate Studio Inku and provide our services. These providers process personal information on our behalf where necessary.

Google Workspace / Google LLC

Provides business email, cloud storage and related services and may process information contained in our business communications and files.

Tally

Provides online forms used for enquiries and other submissions and processes the information people submit through those forms.

Hostinger

Provides website hosting and associated technical services for the Studio Inku website.

MailerLite

Provides email newsletter and marketing services and processes subscriber information and marketing preferences.

Others we may share personal information with

Where necessary, we may also share personal information with:

- Professional or legal advisers.
- Organisations we are legally required to share information with.
- Other suppliers or collaborators where this is necessary to provide an agreed service or complete a project.

Where we publish work, testimonials, credits or other information on our website, social media or other marketing channels, we will only publish personal information where there is an appropriate reason and lawful basis for doing so.

Sharing information outside the UK

Some of the service providers we use may process or store personal information outside the UK.

Where personal information is transferred outside the UK, we take steps to ensure that it continues to receive an appropriate level of protection in accordance with UK data protection law.

Depending on the country and service provider involved, we may rely on:

- UK adequacy regulations, where the UK has recognised that a country, territory or sector provides an adequate level of protection for personal information;
- appropriate contractual safeguards approved for use under UK data protection law, such as the International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses; or
- another lawful transfer mechanism available under UK data protection law.

Our service providers may also use subprocessors in other countries. Where they do so, they are required to put appropriate safeguards in place for international transfers where required by applicable data protection law.

You can contact us at **getcurious@studioinku.com** if you would like more information about the safeguards used for international transfers of your personal information.

How to complain

Oh no! What happened??

If you have any concerns about our use of your personal information, you can make a data protection complaint to us by emailing:

getcurious@studioinku.com

We will respond to your complaint and do our best to resolve your concerns.

If you remain unhappy with how we have used your personal information after raising a complaint with us, you can also complain to the Information Commissioner's Office (ICO).

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline: 0303 123 1113

Website: [Make a complaint to the ICO](#)

