



Story Time – Privacy Policy (UK GDPR Compliant)

Last updated: November 2025

Story Time (“we”, “our”, “us”) is committed to safeguarding your personal information.

This Privacy Policy explains how we collect, use, store, and protect your data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

Data Controller: Story Time Activations Limited

Industry: Brand activation, events, and content media

Address: GL7 3QW, UK

Email: hello@wearestorytime.co.uk

We determine how and why your personal data is processed.

2. The Information We Collect

We may collect and process the following personal data:

2.1 Information You Provide Directly

- Name, email address, phone number
- Company name, job title, professional details
- Project briefs, creative information, event details
- Billing and payment information
- Any communications you send us

2.2 Information Collected Automatically (Website Use)

- IP address
- Browser type and device information
- Analytics data (pages visited, time on site, interactions)
- Cookies and tracking technologies (see Section 7)

2.3 Information from Third Parties

- Social media platforms (LinkedIn, Instagram, etc.)
- Marketing or referral partners
- Public business directories

We do not collect any special category or sensitive personal data unless strictly necessary and with explicit consent.

3. How We Use Your Information

We process your personal data to:

- Provide and manage our services
- Communicate with you regarding projects, proposals, or inquiries
- Deliver brand activations, events, content production and related services
- Improve our website, services, and marketing activities
- Send marketing communications (only with your consent)
- Maintain business records and comply with legal obligations

We will not use your data for purposes that are incompatible with these uses.

4. Legal Bases for Processing (UK GDPR)

We use the following legal grounds to process your personal data:

- Contract: To provide services you have requested or are engaged in.
 - Legitimate Interests: To operate and improve our business, maintain client relationships, and conduct B2B marketing in a proportionate, non-intrusive way.
 - Consent: For optional activities such as email marketing or cookies requiring consent.
 - Legal Obligation: When required for accounting, tax, or regulatory compliance.
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5. How We Share Your Information

We may share your personal data with:

- Third-party suppliers involved in delivering our services (e.g., production teams, event staff, designers, subcontractors)
 - Technology providers (e.g., cloud storage, CRM systems, analytics tools)
 - Professional advisors (e.g., accountants, legal advisors)
 - Regulatory or government bodies where required by law
- We do not sell your personal information to any third parties.

6. International Data Transfers

If your data is transferred outside the UK (for example, by cloud or software providers), we ensure appropriate legal safeguards are in place, such as:

- UK Government-approved Standard Contractual Clauses
- Adequacy regulations for approved countries

7. Cookies and Tracking Technologies

Our website uses cookies to:

- Ensure basic site functionality
- Analyse visitor behaviour
- Improve content and marketing performance

Where required by law, we will ask for your consent before placing non-essential cookies. You can manage your cookie settings in your browser.

8. Data Retention

We keep personal data only for as long as is reasonably necessary, including:

- For the duration of any project or contract
- To meet legal, tax, and accounting requirements
- To maintain business records

Once no longer needed, data will be securely deleted or anonymised.

9. Your Rights Under UK GDPR

You have the right to:

- Access your personal data
- Rectify inaccurate or incomplete data
- Erase your data ("right to be forgotten")
- Restrict or object to processing
- Portability: request your data in a structured format
- Withdraw consent at any time where consent is the basis for processing

To exercise these rights, contact us at: [Insert email]

You also have the right to lodge a complaint with the UK Information Commissioner's Office

(ICO): www.ico.org.uk

10. Data Security

We implement appropriate technical and organisational measures to protect your data from unauthorised access, alteration, loss, or misuse.

These measures include secure servers, limited access controls, encryption tools, and regular security reviews.

11. Children's Privacy

Our services are not aimed at individuals under 16. We do not knowingly collect data relating to children.

12. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted on our website, with the "Last updated" date updated accordingly.

13. Contact Us

If you have questions or would like to exercise your privacy rights, please contact:

Story Time Activations Limited

Email: hello@wearestorytime.co.uk