

Privacy Policy

Last Updated: 06/06/25

1. Introduction

Ana Belle Academy ("we," "our," or "us") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website and use our contact form.

This policy complies with the General Data Protection Regulation (GDPR) and the ePrivacy Regulation.

2. Data Controller

Ana Belle Academy is the data controller for the personal data we process. Our contact details are:

- **Address:** 330 Cowbridge Rd E, Cardiff, CF5 1HD
- **Email:** hello@anabelleacademy.co.uk
- **Phone:** 0787 996 5663

3. What Data We Collect

We only collect personal data when you voluntarily submit it through our contact form. This includes:

- **Name:** To identify and address you in our communications
- **Email Address:** To respond to your inquiry
- **Phone Number:** To contact you if necessary regarding your inquiry
- **Message Content:** Any additional information you choose to provide

We do not use cookies or similar tracking technologies on this website.

4. Legal Basis for Processing (GDPR Article 6)

We process your personal data based on:

- **Consent (Article 6(1)(a)):** When you submit the contact form, you provide explicit consent for us to process your data
- **Legitimate Interests (Article 6(1)(f)):** To respond to your inquiries and provide customer service

5. How We Use Your Data

We use your personal data solely to:

- Respond to your inquiries and requests
- Provide customer support
- Maintain records of our communications for quality assurance

We do not use your data for marketing purposes unless you explicitly consent to this separately.

6. Data Sharing and Disclosure

We do not sell, trade, or otherwise transfer your personal data to third parties, except:

- When required by law or legal process
- To protect our rights, property, or safety
- With service providers who assist in operating our website (under strict data processing agreements)

7. International Data Transfers

If we transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as:

- Adequacy decisions by the European Commission
- Standard Contractual Clauses
- Other legally recognized transfer mechanisms

8. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy:

- Contact form submissions: 12 months from submission
- We review and delete data that is no longer needed

9. Your Rights Under GDPR

You have the following rights regarding your personal data:

- **Right of Access (Article 15):** Request confirmation of data processing and a copy of your data
- **Right to Rectification (Article 16):** Request correction of inaccurate data
- **Right to Erasure (Article 17):** Request deletion of your data ("right to be forgotten")
- **Right to Restrict Processing (Article 18):** Request limitation of data processing

- **Right to Data Portability (Article 20):** Request transfer of your data
- **Right to Object (Article 21):** Object to data processing based on legitimate interests
- **Right to Withdraw Consent:** Withdraw consent at any time where processing is based on consent

To exercise these rights, contact us at hello@anabelleacademy.co.uk.

10. Data Security

We implement appropriate technical and organizational measures to protect your personal data against:

- Unauthorized access
- Accidental loss
- Destruction or damage
- Alteration or disclosure

These measures include encryption, access controls, and regular security assessments.

11. Cookies and Tracking

This website does not use cookies, web beacons, or similar tracking technologies. We do not collect any data about your browsing behavior or create user profiles.

12. Children's Privacy

Our services are not directed to children under 16 years of age. We do not knowingly collect personal data from children under 16. If you are a parent or guardian and believe your child has provided us with personal data, please contact us immediately.

13. Automated Decision-Making

We do not use automated decision-making or profiling that produces legal effects or significantly affects you.

14. Data Breach Notification

In the event of a data breach that poses a high risk to your rights and freedoms, we will notify you within 72 hours of becoming aware of the breach, as required by GDPR Article 34.

15. Supervisory Authority

You have the right to lodge a complaint with a supervisory authority if you believe our processing of your personal data violates the GDPR. In the UK, this is the Information Commissioner's Office (ICO).

16. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new policy on our website with an updated "Last Updated" date.

17. Contact Us

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

- **Address:** 330 Cowbridge Rd E, Cardiff, CF5 1HD
- **Email:** hello@anabelleacademy.co.uk
- **Phone:** 0787 996 5663

18. ePrivacy Regulation Compliance

This website complies with the ePrivacy Regulation by:

- Not using cookies or similar technologies without consent
- Not processing electronic communications data beyond what is necessary for transmission
- Implementing appropriate security measures for electronic communications