# PRIVACY POLICY

## 1. INTRODUCTION

Woodward Smith Chartered Architects Ltd ("we", "our", "us") is committed to protecting your personal data and respecting your privacy.

This Privacy Policy explains how we collect, use, and protect your personal data when you visit our website: www.woodward-smith.co.uk

We are the data controller for the purposes of the UK GDPR and applicable data protection legislation.

## 2. INFORMATION WE COLLECT

We may collect and process the following types of personal data:

Information you provide

- Name
- Email address
- Telephone number
- Any information submitted via contact forms or email

Technical data

- IP address
- Browser type and version
- Device type
- Pages visited and usage data

Cookies

We use cookies and similar technologies to improve website functionality and analyse usage (see Section 8).

## 3. HOW WE USE YOUR DATA

We use your personal data to:

- Respond to enquiries and provide requested information
- Provide and manage our services
- Improve our website and user experience
- Maintain security and prevent misuse

We do not sell or rent your personal data.

## 4. LEGAL BASIS FOR PROCESSING

We process your personal data under the following lawful bases:

- Consent – where you provide information via forms or opt-in to communications
- Legitimate Interests – to operate, maintain, and improve our website and services
- Contract – where processing is necessary to provide services you request

## 5. SHARING YOUR DATA

We may share your data with:

- Service providers (e.g. website hosting, IT support, analytics providers)
- Professional advisers where necessary
- Regulatory or legal authorities where required by law

All third parties are required to respect the security of your data.

## 6. DATA RETENTION

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including legal and regulatory requirements.

Contact enquiries are typically retained for administrative purposes unless further engagement occurs.

## 7. DATA SECURITY

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, or misuse.

However, no internet transmission is completely secure, and we cannot guarantee absolute security.

## 8. COOKIES

Our website uses cookies in accordance with the Privacy and Electronic Communications Regulations.

Cookies may include:

- Essential cookies – required for website functionality
- Analytics cookies (e.g. Google Analytics) – to understand how visitors use the site

You can control or disable cookies through your browser settings.
A cookie banner is used where required to obtain consent.

## 9. YOUR RIGHTS

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

- Access your personal data
- Request correction of inaccurate data
- Request erasure of your data
- Restrict processing
- Object to processing
- Request transfer of your data (data portability)

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO): www.ico.org.uk

## 10. THIRD-PARTY LINKS

Our website may contain links to external websites. We are not responsible for their content or privacy practices.

## 11. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised date.

## 12. CONTACT US

If you have any questions about our use of cookies or this policy, please contact us at:

WS Chartered Architects Ltd
6 Tuly Street
BARNSTAPLE
Devon
EX31 1DH

☎: 01271 379050
✉: enquiries@woodward-smith.co.uk

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