

# Privacy Policy

**Last updated:** 13 July 2026

## Who We Are

The Keyring Studio ("we", "our", "us") is committed to protecting your privacy and handling your personal information responsibly.

Website:

<https://thekeyringstudio.co.uk>

Email:

[sales@thekeyringstudio.co.uk](mailto:sales@thekeyringstudio.co.uk)

Business Address:

32 Langate Fields, Long Marston, Stratford-upon-Avon, Warwickshire, CV37 8GP

We are the Data Controller for the purposes of UK data protection legislation, including the UK GDPR and the Data Protection Act 2018.

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## Information We Collect

We may collect the following information when you use our website:

### Information you provide

- Name
- Billing address
- Delivery address
- Email address
- Telephone number
- Personalisation details entered for products
- Messages sent through our contact form
- Reviews you choose to leave

### Information collected automatically

When you visit our website we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Pages visited

- Time spent on our website
- Referring website

This information helps us improve our website and protect it from fraud.

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## How We Use Your Information

We use your personal information to:

- Process and fulfil your orders
- Deliver personalised products
- Respond to enquiries
- Provide customer support
- Process refunds or returns
- Prevent fraud
- Comply with legal obligations
- Improve our website and services

We only collect information that is necessary for these purposes.

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## Legal Basis for Processing

Under UK GDPR we rely on one or more of the following lawful bases:

- Performance of a contract (processing your order)
  - Legitimate interests (customer service, fraud prevention and improving our website)
  - Legal obligation (accounting and tax records)
  - Consent (where required for marketing or optional cookies)
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## Payments

Payments are processed securely by our payment providers.

We do not store your full payment card details.

Depending on how you choose to pay, your information may be shared securely with payment processors such as PayPal, Stripe or other payment providers.

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# Personalised Products

When you order a personalised keyring, we process the personalisation details you submit solely to manufacture your product.

Please ensure you have permission to provide any third-party personal information included in your order.

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# Delivery Companies

To deliver your order we may share your name, delivery address and contact details with our delivery partners.

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# Marketing

If you subscribe to our newsletter or choose to receive marketing communications, we may send occasional emails about:

- New products
- Promotions
- Special offers

You can unsubscribe at any time using the link in our emails.

We will never sell your personal information.

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# Cookies

Our website uses cookies to:

- Make the website function correctly
- Remember your preferences
- Improve website performance
- Understand how visitors use our website

Optional cookies will only be placed after you have given consent.

You can change your cookie preferences at any time using the cookie settings available on our website.

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## **Analytics**

If enabled, we may use website analytics tools such as Google Analytics to help us understand how visitors use our website.

This information is anonymised where possible and is used only to improve our website.

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## **How Long We Keep Your Data**

We retain personal information only for as long as necessary.

Typical retention periods include:

- Customer orders: up to 6 years (to comply with UK tax laws)
  - Contact form enquiries: up to 12 months
  - Customer accounts: until deleted by you or us
  - Marketing subscriptions: until you unsubscribe
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## **Sharing Your Information**

We only share information where necessary with trusted service providers including:

- Payment processors
- Delivery companies
- Website hosting providers
- IT support providers
- Professional advisers where legally required

These organisations only receive the information necessary to provide their services.

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## **Your Rights**

You have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information where appropriate
- Restrict processing

- Object to certain processing
- Request a copy of your information
- Withdraw consent where consent has been relied upon

To exercise any of these rights please contact us using the details above.

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## Security

We take appropriate technical and organisational measures to protect your information against unauthorised access, loss or misuse.

However, no internet transmission can be guaranteed to be completely secure.

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## Third-Party Links

Our website may contain links to other websites.

We are not responsible for the privacy practices of those websites and encourage you to read their privacy policies.

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## Children's Privacy

Our website is not intended for children under the age of 13, and we do not knowingly collect personal information from children.

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## Changes to This Policy

We may update this Privacy Policy from time to time.

The latest version will always be available on this page.

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## Contact Us

If you have any questions regarding this Privacy Policy or how we use your personal information, please contact us:

## **The Keyring Studio**

Email:

[sales@thekeyringstudio.co.uk](mailto:sales@thekeyringstudio.co.uk)

Website:

<https://thekeyringstudio.co.uk>

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## **Complaints**

If you are unhappy with how we handle your personal information, you have the right to complain to the Information Commissioner's Office (ICO).

[Information Commissioner's Office \(ICO\)](#)