

## Trilly's Bridesmaids & Beyond — Privacy & Data Use Policy

At Trilly's Bridesmaids & Beyond, your trust means everything to us. This document explains how we collect, use, protect, and share your personal information—whether you're visiting our boutique, shopping with us, or simply browsing our website.

### How We Use Your Information

We use different types of personal data for different purposes, depending on how you interact with us.

#### Your Name & Contact Details

We use this information to:

- Communicate with you by email, post, or telephone when necessary.
- Provide important updates, such as designer events, promotions, and boutique news—only if you have given us clear permission to do so.
- Maintain the security of our website and help prevent fraud.

#### Your Contact History With Us

This includes conversations or messages you've shared with our team. We use this to:

- Provide helpful, personalised customer service when you get in touch again.
- Better understand how to support you through your bridal journey.

#### Device & Browsing Information

This may include your IP address, the type of device you use, your browsing behaviour, and (if you allow it) your location. We use this to:

- Keep our website safe and functioning properly.
- Understand how visitors use our site so we can improve layout, usability, and future features.

#### Linked Social Accounts

If you choose to connect your Facebook, Instagram, or other social accounts with us, we'll use the information you approve to enhance your experience.

#### Promotions, Competitions & Surveys

If you take part in any boutique competitions, giveaways, or surveys, the information you provide will be used only for that purpose.

You are never required to share personal data with us. However, without certain information, we might not be able to offer the most personalised shopping experience.

All personal data may be processed through secure digital systems, automated tools, or paper forms (such as order documents in-store).

### If You Are Simply Browsing Our Website

While browsing, we generally do not collect personal data unless you choose to share it. Our website hosting platform may automatically record browsing data such as:

- your internet provider,
- website origin (how you found us),
- the pages you visit,
- visit duration.

This helps us:

- operate the site effectively,
- test performance, and
- understand how visitors discover and explore our boutique online.

All browsing data is anonymised before being used for analysis.

### Sharing Your Data

We never sell your personal data—ever. However, we may share your data with trusted partners such as:

- Dress designers, manufacturers, and delivery partners
- Payment service providers
- Marketing, hosting, or technical partners
- Fraud prevention and credit reference agencies
- Social media platforms (only if linked)

We share only what is necessary and ensure compliance with data protection laws.

### Marketing Communications

If you opt in, we may send boutique updates, event invitations, or promotions by email. You may unsubscribe at any time. Service emails will still be sent even if you opt out of marketing.

### Your Rights Under GDPR

You have the right to:

- know how your information is used,
- access your data,
- correct inaccuracies,
- request deletion under certain conditions,
- stop marketing messages,
- file a complaint with the ICO.

### Links to External Sites

Third-party websites linked from our site have their own privacy policies. We aren't responsible for their data practices.

### Updates to This Policy

We may update this policy to reflect new laws or changes to our processes. Changes will be posted on our website, and major updates may be emailed.

### How We Protect Your Information

We use physical, electronic, and administrative safeguards, though no transmission method is 100% secure.

### How Long We Keep Your Data

We keep your data:

- while your account is active,
- as long as needed to fulfil orders or support you,
- for 6 months after your order is complete.

Some information may be retained longer for legal reasons.

#### Cookie Policy

Cookies help our website function and improve your experience. By continuing to use our website, you consent to our cookie use unless you disable them in your browser settings.