



## Privacy Notice

### 1. Who We Are

This Privacy Notice explains how Sorted NI collects, uses, and protects your personal information. Sorted NI is registered with the Information Commissioner's Office (ICO) under reference ZB944620.

Business name: Sorted NI

Website: [www.sortedni.com](http://www.sortedni.com)

Data controller: [DPO@sortedni.com](mailto:DPO@sortedni.com)

### 2. What Data We Collect

We collect and store the following types of personal data when you interact with our website or contact us directly:

Via website forms (hosted & stored securely on Wix):

- Full name
- Email address (used for service updates and marketing emails if opted in)
- Phone number (optional; used for appointment reminders or service follow ups)
- Home address or service location (optional)
- Details about your enquiry or booking (including any video or images)
- Payment details (optional)

Automatically via the website:

- IP address
- Device/browser details
- Pages visited and time spent (via Wix analytics and cookies)

From direct communication:

- Any personal data you include in emails, calls, or text messages

### 3. How We Use Your Information

We use your personal data to:

- Respond to enquiries or booking requests
- Provide our services (e.g. consultations, home organisation sessions)
- Send appointment confirmations and reminders
- Maintain client records and invoice history
- Improve our website and services through analytics



- Comply with legal obligations (e.g. tax, financial record keeping)
- Marketing communications via email or SMS for Sorted NI's services, offers, or tips (if opted in)

We will never sell, rent, or trade your data with third parties.

#### **4. Cookies and Analytics**

Our website (built on Wix) uses cookies and similar tracking technologies to:

- Help the website function correctly
- Analyse how visitors use the site (via Wix Analytics or optional Google Analytics)
- Remember your preferences for return visits
- To send you occasional updates, promotions, or information about our services (if you have given consent)

To understand user preferences and improve our website experience. If you have opted in separately, we may also use your email to send occasional updates, offers, or service information.

#### **5. Lawful Basis for Processing**

Under UK GDPR, our lawful bases for processing your personal data are:

- Consent – when you fill in a contact or booking form, or opt in to receive marketing communications
- Contract – to deliver services you have requested
- Legal obligation – for financial or regulatory recordkeeping
- Legitimate interest – to follow up with clients or improve our service

#### **Marketing Communications**

If you have provided your contact details and opted in, we may email you occasional updates about Sorted NI's services, offers, or tips related to home organisation. You can unsubscribe at any time by clicking the link in the email or by contacting us at [DPO@sortedni.com](mailto:DPO@sortedni.com)

#### **6. Data Storage and Security**

Your data is stored securely through:

- Wix (secure forms and hosting)
- Encrypted local or cloud-based systems used for client records and email
- Password protected devices and email accounts

We retain client data for up to 6 years, unless you request deletion sooner (unless



required for legal or tax purposes).

You have the right to withdraw consent for marketing communications at any time by clicking "unsubscribe" in our emails or contacting us at [DPO@sortedni.com](mailto:DPO@sortedni.com)

## **7. Third-Party Services**

We may use the following third-party providers, who are also GDPR-compliant:

- Wix.com – website hosting, information storage, forms, analytics
- Google Workspace & iCloud – email communication
- FreeAgent or invoicing tool (if applicable)
- Mobile or cloud storage services – for secure access to records

These services only process your data on our behalf and under strict contractual terms.

## **8. Your Rights**

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of incorrect data
- Request deletion of your data (in certain cases)
- Object to or restrict processing
- Withdraw consent at any time (where processing is based on consent)
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, contact: [DPO@sortedni.com](mailto:DPO@sortedni.com)

## **9. Changes to This Privacy Notice**

This notice may be updated occasionally. Any changes will be posted on our website with a new "effective date." We recommend checking back periodically.

## **10. Contact Us**

If you have any questions about how your data is used or wish to make a request, please contact:

Email: [DPO@sortedni.com](mailto:DPO@sortedni.com)

Date: 04.08.2025