**Jo Thewlis Copywriting customer privacy notice**

This privacy notice tells you what to expect me to do with your personal information.

* [Contact details](#contact)
* [What information I collect, use, and why](#collect)
* [Lawful bases and data protection rights](#lawful)
* [Where I get personal information from](#infofrom)
* [How long I keep information](#retention)
* [How to complain](#complain)

**Contact details**

Email: jo@jothewliscopywriting.com

**What information I collect, use and why**

I collect or use the following information to provide and improve products and services for clients:

* Names and contact details
* Addresses
* Pronoun preferences
* Occupation
* Transaction data (including details about payments to and from you and details of products and services you have purchased)
* Usage data (including information about how you interact with and use my website, products and services)
* Website user information
* Video recordings
* Audio recordings (e.g. calls)
* Records of meetings and decisions

I collect or use the following personal information for the operation of client or customer accounts:

* Names and contact details
* Addresses
* Purchase or service history
* Account information, including registration details
* Marketing preferences

I collect or use the following personal information for information updates or marketing purposes:

* Names and contact details
* Addresses
* Profile information
* Marketing preferences
* Purchase or account history
* Website user journey information

I collect or use the following personal information for dealing with queries, complaints or claims:

* Names and contact details
* Addresses
* Account information
* Purchase or service history
* Call recordings
* Customer or client accounts and records
* Financial transaction information
* Correspondence

**Lawful bases and data protection rights**

Under UK data protection law, I must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](https://ico.org.uk/for-organisations/advice-for-small-organisations/getting-started-with-gdpr/data-protection-principles-definitions-and-key-terms/#lawfulbasis) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis I rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

* Your right of access - You have the right to ask me for copies of your personal information. You can request other information such as details about where I get personal information from and who I share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/create-your-own-privacy-notice/your-data-protection-rights/#roa).
* Your right to rectification - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/create-your-own-privacy-notice/your-data-protection-rights/#rtr).
* Your right to erasure - You have the right to ask me to delete your personal information. [Read more about the right to erasure](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/create-your-own-privacy-notice/your-data-protection-rights/#rte).
* Your right to restriction of processing - You have the right to ask me to limit how I can use your personal information. [Read more about the right to restriction of processing](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/create-your-own-privacy-notice/your-data-protection-rights/#rtrop).
* Your right to data portability - You have the right to ask that I transfer the personal information you gave me to another organisation, or to you. [Read more about the right to data portability](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/create-your-own-privacy-notice/your-data-protection-rights/#rtdp).
* Your right to withdraw consent – When I use consent as my lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent](https://ico.org.uk/for-organisations/advice-for-small-organisations/privacy-notices-and-cookies/create-your-own-privacy-notice/your-data-protection-rights/#rtwc).

If you make a request, I must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact me using the contact details at the top of this privacy notice.

**My lawful bases for the collection and use of your data**

My lawful bases for collecting or using personal information to provide and improve products and services for clients are:

* Consent - I have permission from you after I gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
* Contract – I have to collect or use the information so I can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
* Legitimate interests – I’m collecting or using your information because it benefits you, my organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

My legitimate interests are:

* I need certain details to create your account, handle payments, deliver the services you’ve asked for, and give you support when you need it.
* To make sure I can deliver the services you’ve asked for and keep you updated about them.
* To share useful updates and info about what I offer.
* To understand your needs better so I can improve and personalise my services.
* To keep both you and me safe by helping to prevent fraud, misuse, or security issues.

For more information on my use of legitimate interests as a lawful basis you can contact me using the contact details set out above.

My lawful bases for collecting or using personal information for the operation of client or customer accounts are:

* Consent - I have permission from you after I gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
* Contract – I have to collect or use the information so I can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
* Legitimate interests – I’m collecting or using your information because it benefits you, my organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. I always balance these interests with your rights and freedoms.

My legitimate interests are:

* To make sure I can deliver the services you’ve asked for and keep you updated about them.
* To share useful updates and info about what I offer.
* To understand your needs better so I can improve and personalise my services.
* To keep both you and me safe by helping to prevent fraud, misuse, or security issues.

For more information on my use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

My lawful bases for collecting or using personal information for information updates or marketing purposes are:

* Consent - I have permission from you after I gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
* Contract – I have to collect or use the information so I can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
* Legitimate interests – I’m collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

My legitimate interests are:

* To make sure I can deliver the services you’ve asked for and keep you updated about them.
* To share useful updates and info about what I offer.
* To understand your needs better so I can improve and personalise my services.
* To keep both you and me safe by helping to prevent fraud, misuse, or security issues.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

My lawful bases for collecting or using personal information for dealing with queries, complaints or claims are:

* Consent - I have permission from you after I gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
* Contract – I have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
* Legitimate interests – I’m collecting or using your information because it benefits you, my organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability.

My legitimate interests are:

* To make sure I can deliver the services you’ve asked for and keep you updated about them.
* To share useful updates and info about what I offer.
* To understand your needs better so I can improve and personalise my services.
* To keep both you and me safe by helping to prevent fraud, misuse, or security issues.

For more information on my use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

**Where I get personal information from**

* Directly from you
* Publicly available sources

**How long I keep information**

I keep personal information for as long as we’re working together or for a maximum of five years after our work is completed.

**How to complain**

If you have any concerns about my use of your personal data, you can make a complaint to me using the contact details at the top of this privacy notice.

If you remain unhappy with how I’ve used your data after raising a complaint with me, you can also complain to the ICO.

The ICO’s address:

Information Commissioner’s Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: [https://www.ico.org.uk/make-a-complaint](https://ico.org.uk/make-a-complaint/)

**Last updated: 20/09/2025**