
Privacy Policy

Last updated: 1st July 2025

Welcome to *Life According to Cassie Jordan* (“we”, “our”, “us”). Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal data when you visit <https://www.lifeaccordingtocassiejordan.com> (“our website”).

1. Who We Are

We are the data controller for the purposes of UK data protection laws.

Contact details:

- Name: Life According to Cassie Jordan
 - Email: info@lifeaccordingtocassiejordan.com
 - Address: 16 Earl Carlson Grove, Darlington, Co Durham DL1 4WJ
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2. What Data We Collect

We may collect and process the following personal data:

- **Contact information** (e.g. name, email address) if you contact us or subscribe to our newsletter.
- **Usage data** (e.g. IP address, browser type, pages visited) collected automatically through cookies or analytics tools.
- **Comments** you leave on our site (which may include your name, email, and IP address).

3. How We Use Your Data

We use your personal data to:

- Respond to your enquiries.
- Send you newsletters or updates if you have subscribed.
- Improve our website and content.
- Maintain website security.

We rely on the following lawful bases under UK GDPR:

- Your **consent** (e.g. newsletter sign-ups).
- Our **legitimate interests** (e.g. running and improving the website).
- **Legal obligations** where applicable.

4. Cookies

We use cookies and similar technologies to improve your experience. You can manage your cookie preferences through your browser settings. For more details, see our [Cookie Policy] (if you have one – or add this section inline).

5. Analytics

We may use third-party analytics services (e.g. Google Analytics) to understand how visitors use our site. These services collect usage data such as IP addresses and page interactions.

6. How We Share Your Data

We do not sell your personal data. We may share it with:

- Service providers (e.g. email newsletter platforms, analytics providers) who help us run the website.
- Legal authorities if required by law.

All providers must keep your data secure and comply with data protection laws.

7. International Transfers

If we transfer your personal data outside the UK, we will ensure appropriate safeguards are in place, such as standard contractual clauses or other legally acceptable mechanisms.

8. How Long We Keep Your Data

We retain your personal data only as long as necessary for the purposes outlined above or as required by law.

9. Your Rights

Under UK data protection law, you have rights including:

- Access to your personal data.
- Correction of inaccurate data.
- Erasure of your data (“right to be forgotten”).
- Restriction of processing.
- Objection to processing.
- Data portability.
- Withdrawal of consent at any time (where we rely on it).

You can exercise these rights by contacting us at info@lifeaccordingtocassiejordan.com.

10. Complaints

If you have concerns about our use of your data, please contact us first. You also have the right to complain to the Information Commissioner's Office (ICO):

- Website: <https://ico.org.uk>
 - Helpline: 0303 123 1113
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11. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Last updated" date.

12. Contact Us

If you have questions about this Privacy Policy, please contact us at:

- Email: info@lifeaccordingtocassiejordan.com
 - Address: 16 Earl Carlson Grove, Darlington, Co Durham DL1 4WJ
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