Tŷ Willow Privacy Notice

Home Staging, Site Visits, Action Plans and Related Services

Introduction

This privacy notice explains how we collect, use, store and share personal data when you visit our website, contact us, arrange a site visit, request a quotation or Action Plan, buy or receive Staging Services, communicate with us, or otherwise deal with our business.

In this notice, "we", "our" and "us" mean Ellyn Abraham trading as Tŷ Willow. "Personal data" means information relating to an identified or identifiable individual.

Personal data we collect

Depending on how you interact with us, we may collect and use:

- identity and contact information, including your name, address, email address and telephone number;
- property and project information, including the Property address, access arrangements, room or staging-area details, measurements, project requirements and relevant information you give us about hazards, defects or restrictions;
- photographs, video, measurements, notes, condition records, design concepts, Action Plans and, where selected, AI-generated design renderings;
- quotation, booking, contract, payment and transaction information, including amounts invoiced or paid and payment status. We do not need to retain full payment-card details where payment is handled by a payment provider;
- communications, including emails, enquiries, complaints, requests and records of instructions or approvals;
- marketing preferences and any consent you give for portfolio, social-media or promotional use;
- website and device information, including IP address, browser/device information, pages visited and cookie or analytics information where applicable.

How we use personal data and our lawful bases

We use personal data only where we have an appropriate lawful basis. The main purposes and bases relevant to our business are set out below.

Purpose	Typical information	Lawful basis
Responding to enquiries, arranging a site visit and preparing a quotation or proposed Action Plan	Contact details, property/project details, correspondence, site-visit records, photographs and measurements	Taking steps at your request before entering into a contract; and, where appropriate, our legitimate interests in responding to

		enquiries and keeping proportionate business records.
Providing a purchased Action Plan or Staging Services	Contact details, property/project information, photographs, measurements, instructions, contractual and payment records	Performance of our contract with you and steps requested before entering into it.
Recording condition, access, hazards, staging inventory and project events	Property information, written condition notes, photographs/video, dates and communications	Performance of our contract where applicable; and our legitimate interests in delivering the service safely, protecting our property, resolving factual disputes and establishing, exercising or defending legal claims.
Optional AI-generated design renderings	Selected property images and project/design information	Consent where the AI-rendering option is optional. You may withdraw consent before further optional processing; withdrawal does not affect processing already carried out lawfully.
Professional property photography for marketing the specific Property	Images of the completed staging and relevant project information	Performance of the agreed service where photography forms part of the contract, or another appropriate lawful basis explained to you before processing.
Using photographs/video in our own portfolio, website, social media, case studies or promotional material	Selected images/video and limited project information	Consent. This is optional and may be withdrawn at any time for future use.
Sending our own marketing communications	Name, email address, marketing preferences and relevant customer relationship information	Consent where required by law; or, where permitted, our legitimate interests in marketing our own similar services subject to your right to opt out at any time.
Accounting, tax, legal compliance, complaints and claims	Contract, invoice, payment, correspondence and relevant project records	Legal obligation and/or our legitimate interests in administering the business and establishing, exercising or defending legal claims.

Where we obtain personal data

We obtain personal data primarily from you. We may also receive relevant information from an estate agent, property professional, referrer, photographer, mover or another person involved in your project, where they are authorised to provide it or where another lawful basis applies. We may also obtain limited information from publicly available sources where reasonably necessary for the project or our business administration.

Photographs, video and property information

Property photographs, video and measurements may be personal data where they identify you, another person or a particular household. We therefore limit collection to what is reasonably required for the stated purpose and apply appropriate access and security controls.

Condition records made for project administration, damage assessment or potential legal claims are separate from any optional permission to use images for portfolio or marketing purposes. Declining promotional consent does not prevent us from keeping records that we lawfully need to deliver the service or protect legal rights.

AI-generated design renderings

Where you choose the optional AI-rendering service using images of the Property, we may use Adobe Firefly, or another provider identified to you before use, to create illustrative design renderings from selected images of the Property. Before upload, we take reasonable steps to minimise personal data in the source image, including removing embedded location metadata and, where reasonably practicable, visible personal identifiers that are not needed for the design task.

AI renderings are used for concept discussion and planning. They are not professional photographs of completed staging and are not intended to confirm that a particular fixture, layout or installation is structurally suitable, safe or permitted at the Property.

We may also use AI tools to create generic room illustrations which do not use photographs, video or other images of your Property. These generic illustrations are separate from the optional Property-image processing described above (in the first paragraph of the AI-generated design renderings section).

Who we share personal data with

We share personal data only where reasonably necessary for the purposes described in this notice. Depending on the service, recipients may include:

- Wix.com Ltd, which provides website hosting, website administration and contact-form functionality;
- Adobe Inc., where Adobe tools are used for image editing or optional AI-generated design renderings;
- Google service providers used for email, cloud storage, forms or communications;
- Canva Pty Ltd, where Canva tools are used to prepare business or project documents;

- professional photographers engaged for a project;
- delivery, transport or moving providers and other property professionals involved in coordinating the agreed service;
- accountants, insurers, legal or other professional advisers; and
- public authorities, regulators, courts or law-enforcement bodies where disclosure is required or permitted by law.

Where you contract directly with a third-party provider, that provider may act as an independent controller of the information it receives and will be responsible for its own privacy obligations.

International transfers

Some technology and service providers we use may process personal data outside the United Kingdom. Where a restricted transfer is made, we take reasonable steps to ensure that it is covered by a lawful transfer mechanism, such as UK adequacy regulations, an approved UK international data transfer agreement or addendum, or another safeguard permitted by applicable law.

You may contact us using the details in this notice if you would like further information about the safeguards relevant to a particular transfer.

How long we keep personal data

We keep personal data only for as long as reasonably necessary for the purpose for which it was collected, including any legal, accounting or insurance requirements. Our usual retention approach is:

- general enquiries and contact records where no project proceeds: normally up to 2 years;
- quotation, contract, invoice, payment and completed project records: normally up to 6 years after the end of the relevant transaction or project;
- site-visit or condition records that may reasonably be relevant to insurance, damage or legal claims: up to 6 years where necessary for that purpose;
- AI rendering files for an enquiry that does not proceed: deleted within 12 months unless a shorter period is appropriate;
- portfolio or marketing photographs/video: kept while the relevant consent remains in place and while the content remains useful, subject to any withdrawal of consent and limited archived copies reasonably required for legal or record-keeping purposes.

We may keep information for a longer period where required by law or where reasonably necessary for an actual or reasonably anticipated legal claim. We may delete information earlier where it is no longer required.

Cookies and similar technologies

Our website and its service providers may use cookies and similar technologies. Strictly necessary technologies may be used where they are required to operate or secure the website or provide a feature that you request.

Where consent is required for analytics, advertising or other non-essential cookies or similar technologies, we will ask for that consent through the website cookie controls before those technologies are used. You can reject non-essential cookies and can change or withdraw your preferences through the cookie settings made available on the website.

Your browser may also allow you to block or delete cookies, although doing so may affect website functionality. We will update our cookie information if the technologies used on the website change.

Marketing

You can ask us to stop sending direct marketing at any time by using an unsubscribe option where provided or by contacting us at hello@tywillow.co.uk. We will honour opt-out and objection requests promptly. Opting out of marketing does not affect service or administrative communications that we need to send in connection with an enquiry, booking or contract.

Security

We use reasonable technical and organisational measures appropriate to the nature of the information we hold. Access to personal data is limited to people who reasonably need it for the relevant business purpose, and we take reasonable steps to ensure that service providers handling personal data are subject to appropriate data-protection and confidentiality obligations.

Your data protection rights

Subject to the circumstances and any exemptions provided by law, you may have rights to:

- ask for access to your personal data and certain information about how it is used;
- ask us to correct inaccurate or incomplete personal data;
- ask us to erase personal data in circumstances where the law gives you that right;
- ask us to restrict processing;
- object to processing based on legitimate interests and object at any time to direct marketing;
- receive or transfer certain personal data in a portable format where the right applies; and
- withdraw consent at any time where we rely on consent, without affecting the lawfulness of processing before withdrawal.

To exercise a right, contact us at hello@tywillow.co.uk. We may need information to verify your identity. We will respond within the period required by applicable law and will normally deal with a rights request without charge, subject to the limited circumstances in which the law permits a reasonable fee or refusal.

Contact Details

Ellyn Abraham, trading as Tŷ Willow, a sole trader
Email: hello@tywillow.co.uk
Website: https://www.tywillow.co.uk

Complaints

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:
Email: hello@tywillow.co.uk
If you remain unhappy with how we've used your data after raising a complaint with us, 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