



Privacy Policy

LILY JONES MARKETING

Privacy Policy

Lily Jones Marketing

This Privacy Policy explains how we collect, use, and protect personal information. We aim to keep things clear and respectful, and we only use information in ways that support our services and your experience.

Effective date: 31st July 2026

Last updated: 31st July 2026

1) Introduction

Lily Jones Marketing provides marketing strategy and related services. This policy applies to our website, client projects, and any interactions where we receive personal information (for example, when you contact us, subscribe to updates, or become a client).

If you have questions at any point, you can contact us using the details at the end of this page.

2) Information we collect

We collect information that you choose to share with us, information needed to provide our services, and limited technical data from our website.

Category	Examples (may vary)
Contact details	Name, email address, phone number, business name, role/title
Client and project information	Project briefs, brand assets you provide, campaign objectives, approvals and feedback, invoices and payment status
Website communications	Messages sent via forms, email enquiries, newsletter sign-ups (if applicable)
Technical and usage data	IP address, device and browser type, pages viewed, referral source, approximate location (derived from IP), and similar analytics data

Note - We do not intentionally collect sensitive personal information. If a project requires it, we will confirm the lawful basis and safeguards before collecting or processing it.

3) How we use information

We use personal information to deliver services, communicate clearly, and keep our operations running smoothly. Depending on your relationship with us, this may include:

- **Providing services** - preparing proposals, delivering marketing work, managing projects, and supporting client accounts
- **Communication** - responding to enquiries, scheduling, updates on deliverables, and administrative messages
- **Operations** - invoicing, record-keeping, improving our processes, and maintaining internal documentation
- **Website performance** - understanding how our site is used and improving content and usability
- **Marketing (where permitted)** - sending occasional updates or insights if you opt in, and you can unsubscribe at any time

We process personal information only when we have a valid reason to do so (for example: to perform a contract, with consent, to meet legal obligations, or for legitimate business purposes). The appropriate basis will depend on your location and the nature of the interaction and should be confirmed for your circumstances.

4) Cookies and analytics

Our website may use cookies and similar technologies to support site functionality and understand overall usage trends. Cookies are small files stored on your device that help a site remember preferences and measure performance.

- **Essential cookies** - required for basic site operation (where applicable)
- **Analytics cookies** - help us understand traffic and improve the website (for example, through tools like Google Analytics)

You can usually control cookies through your browser settings. Where required by law, we will request your consent before placing non-essential cookies.

5) Sharing and disclosure

We do not sell personal information. We may share information in limited circumstances, including:

- **Service providers** - tools we use to run our business (for example, email, cloud storage, invoicing, scheduling, analytics, and collaboration platforms).
- **Professional advisors** - such as accountants or legal advisors where needed for business operations
- **Legal requirements** - if required to comply with law, regulation, or a valid legal process
- **Business changes** - if we are involved in a merger, acquisition, or sale of assets, information may be transferred as part of that transaction, subject to appropriate safeguards

No data will be shared internationally.

6) Data retention

We keep personal information only for as long as necessary to provide services, meet operational needs, and comply with legal or accounting obligations. Retention periods vary by information type and context.

Placeholder - Data will only be retained for the amount of time you work with us. If you decide to stop using our services, your details will be removed from all databases.

7) Your rights

Depending on your location, you may have rights regarding your personal information. These may include the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information

- Request deletion (where applicable)
- Object to or restrict certain processing (where applicable)
- Withdraw consent (if processing is based on consent)
- Request a copy/portability of your information (where applicable)

To make a request, contact us using the details below. We may need to verify your identity before responding. This will be actioned within 2 working days.

8) Contact information

If you have questions about this Privacy Policy or how we handle personal information, contact:

Contact	Details
Business	Lily Jones Marketing
Email	lilyjonesmarketing@outlook.com
Address	2 Royal Oak Cottages Brynydd Ponciau Wrexham LL14 1HR

Final note - This policy is a general template and should be reviewed and tailored for legal compliance based on your jurisdiction, services, and the tools you use.