

PRIVACY POLICY

CR Design Ltd (trading as CR.studio)

Last Updated: June 2026

1. Introduction

CR Design Ltd ("CR.studio", "we", "our", "us") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, contact us, engage our services, subscribe to communications, or otherwise interact with us.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable data protection legislation.

2. Who We Are

CR Design Ltd
42 Lambourne Crescent
Cardiff Business Park
Llanishen
Cardiff
CF14 5GG

Telephone: 02920 099289

Email: hello@cr.studio

Website: www.cr.studio

CR Design Ltd is the Data Controller responsible for the personal data described in this Privacy Policy.

3. Information We Collect

We may collect and process the following information:

Information You Provide

- Name
- Job title
- Company name
- Business address
- Telephone number
- Email address
- Marketing preferences
- Information contained in emails, enquiries and correspondence
- Project information and materials supplied by clients
- Information submitted through website forms

Information We Collect Automatically

When you visit our website, we may collect:

- IP address
- Browser type and version
- Device information
- Operating system
- Website usage information
- Cookie and tracking data

Information Received from Third Parties

We may receive information from:

- Existing clients
- Referrals and business contacts
- Professional networking platforms such as LinkedIn
- Marketing and analytics providers

4. How We Use Your Information

We may use your personal information for the following purposes:

To Provide Our Services

- Delivering creative, digital, branding and marketing services

- Managing projects
- Producing quotations and proposals
- Communicating with clients, suppliers and partners
- Responding to enquiries and requests

To Manage Business Relationships

- Maintaining client and supplier records
- Processing payments and invoices
- Managing contracts and agreements
- Providing customer support

Marketing Communications

Where permitted by law, we may send information relating to:

- Our services
- Company news and updates
- Events and insights
- Relevant marketing and industry information

You may opt out of marketing communications at any time.

Website Improvement and Analytics

We may use information such as IP addresses, cookies and device identifiers to:

- Analyse website performance
- Understand visitor behaviour
- Improve user experience
- Identify website issues
- Protect against misuse or unauthorised access

Legal and Regulatory Compliance

- Compliance with legal obligations
- Fraud prevention
- Record keeping and accounting requirements
- Protecting our legal rights

We may also use anonymised and aggregated data for research, reporting and business development purposes where individuals cannot be identified.

5. Contact and Enquiry Information

If you contact us by email, telephone, website form or other means, we may store your details within our customer relationship management (CRM) systems in order to:

- Respond to your enquiry
- Manage ongoing communications
- Provide requested information or services

We will only retain this information for as long as necessary to manage the enquiry or relationship.

6. Lawful Bases for Processing

We process personal data under one or more of the following lawful bases:

Contract

Where processing is necessary to perform a contract with you or take steps prior to entering into a contract.

Legitimate Interests

Including:

- Running and improving our business
- Managing client relationships
- Marketing our services to relevant business contacts
- Maintaining website security
- Providing customer support

Legal Obligation

Where processing is required by law.

Consent

Where consent is required, including certain marketing communications and optional website cookies.

You may withdraw your consent at any time.

7. Marketing Communications

We will only send marketing communications where:

- You have provided consent; or
- We are otherwise permitted to do so under applicable law.

You may unsubscribe from marketing communications at any time by following the unsubscribe instructions included in our communications or by contacting us directly.

8. Sharing Your Information

We will not sell your personal information.

We may share personal data with trusted third parties including:

- IT support providers
- Website hosting providers
- Cloud software providers
- Marketing and communications platforms
- Printers and production partners
- Professional advisers
- Accountants and auditors
- Regulatory bodies and authorities where required by law

Examples of systems used by CR Design Ltd may include:

- Zoho
- Microsoft 365
- Google Workspace
- Xero
- Website hosting and cloud backup providers

All third parties are required to process personal data securely and only in accordance with our instructions.

9. International Transfers

Some service providers may process personal data outside the United Kingdom.

Where this occurs, we ensure appropriate safeguards are in place, including:

- UK International Data Transfer Agreements (IDTA)
- UK Addendum to Standard Contractual Clauses
- Transfers to countries covered by UK adequacy regulations

10. Website Content and Misuse

Where users submit content through our website, social media channels or other online platforms, we reserve the right to remove any material that is offensive, unlawful, defamatory or otherwise inappropriate.

Where required by law, we may disclose relevant information to regulatory authorities or law enforcement agencies.

11. Children

Our services are primarily intended for business users and organisations.

We do not knowingly collect personal information from children under the age of 18 without appropriate consent.

12. Data Security

We maintain appropriate technical and organisational measures to protect personal information against:

- Unauthorised access

- Accidental loss
- Destruction
- Disclosure
- Alteration

Measures include:

- Access controls
- Password protection
- Secure cloud-based systems
- Staff confidentiality obligations
- Software updates and security monitoring
- Data backup procedures

13. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including:

- Delivering services
- Managing enquiries
- Maintaining business records
- Meeting legal and regulatory obligations
- Resolving disputes

Retention periods vary depending on the type of information and applicable legal requirements.

14. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of personal data
- Restrict processing
- Object to processing

- Request data portability
- Withdraw consent where applicable

To exercise any of these rights, please contact us using the details below.

15. Cookies

Our website uses cookies and similar technologies to:

- Ensure website functionality
- Analyse website performance
- Improve user experience
- Support marketing and analytics activities

You can manage cookie preferences through your browser settings and our website cookie banner.

Please refer to our Cookie Policy for further information.

16. Third-Party Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices of those websites and encourage you to review their individual privacy policies.

17. Complaints

If you have concerns about how we process your personal information, please contact us in the first instance.

You also have the right to lodge a complaint with:

Information Commissioner's Office (ICO)
Wycliffe House

Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

18. Contact Us

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

CR Design Ltd (CR.studio)
42 Lambourne Crescent
Cardiff Business Park
Llanishen
Cardiff
CF14 5GG

Email: hello@cr.studio
Telephone: 02920 099289

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, technology or business practices.

The latest version will always be available on our website and will indicate the date of the most recent revision.

