

Privacy Policy

Sophie Elizabeth Wilson trading as SE Digital Studio. Memory book design. Last updated 23/02/26

1. Who I Am

I am Sophie Elizabeth Wilson, trading as SE Digital Studio, a UK-based graphic designer.

For the purposes of UK data protection law, I am the “data controller” of the personal information you provide.

If you have any questions about this policy, you can contact me at:

Email: sophie@sedigitalstudio.com

Business Address: 111 Park Avenue, Purbrook, Portsmouth, Hampshire PO7 5DR

2. The Information I Collect

Because of the deeply personal nature of memory book creation, I may collect and process the following types of personal information:

- Your name, address, email address and phone number
- Names and details of family members
- Photographs (physical and digital)
- Personal stories, written memories and life history details
- Dates of birth, marriage and death
- Historical family information
- Audio recordings (if interviews are conducted and agreed)
- Any information you choose to share for inclusion in your memory book

Some memory books may include photographs or personal information relating to children.

I only process children’s data where it is provided by a parent, legal guardian, or authorised family member for the purpose of creating a private memory book.

I do not knowingly collect data directly from children, and I do not use children’s images for marketing purposes without explicit written consent from a parent or legal guardian. Children’s information is handled with the same care, security and confidentiality as all other personal data.

Some of this information may be considered “special category data” under UK GDPR (for example, health information, religious beliefs, or details relating to bereavement).

I only collect information that is necessary to create your memory book.

3. How and Why Your Information Is Used

I collect and use your information only to:

- Create and design your bespoke memory book
- Communicate with you about your project
- Arrange printing and delivery
- Meet legal, tax and accounting requirements
- Improve my services and client experience

I do not sell or share your personal information.

4. Lawful Basis for Processing

Under UK GDPR, I process your information on the following legal bases:

Contractual necessity – to fulfil our agreement to create your memory book

Consent – where you provide sensitive information or agree to audio recordings

Legal obligation – for financial record keeping

Legitimate interests – to operate and improve my business responsibly

You may withdraw consent at any time where consent is relied upon.

health information, religious beliefs, or details relating to bereavement).

I only collect information that is necessary to create your memory book.

5. How Your Information Is Stored

- Physical photographs are stored in a locked cabinet while in my care.
- Digital files are stored on password-protected devices and secure cloud storage.

I take reasonable steps to protect your information from loss, misuse or unauthorised access.

6. How Long I Keep Your Information

- Digital project files are stored for up to 12 months after project completion.
- After 12 months, files may be securely deleted.
- Financial records are kept for 6 years as required by UK tax law.

You are responsible for keeping your own copies of final digital files once delivered.

7. Sharing Your Information

I may share limited necessary information with:

- Professional printing companies (for production of your book)
- Delivery services (for shipping your finished book or returning originals)
- My accountant or professional advisers
- Cloud storage providers used for secure file storage

These providers are only given the minimum information required.

I do not share your personal stories or images publicly without your written consent.

8. Use of Images for Portfolio or Social Media

I will always ask for your written permission before sharing any images of your completed memory book on my website or social media. I am always mindful of how I take images - with the focus on keeping your personal information private.

You are under no obligation to agree.

9. Your Rights

Under UK data protection law, you have the right to:

- Request access to the personal information I hold about you
- Request correction of inaccurate information
- Request deletion of your information (where legally possible)
- Withdraw consent at any time
- Lodge a complaint with the UK regulator, the Information Commissioner's Office

You can contact me directly to exercise any of these rights.

10. Website Data & Cookies

My website may collect limited information such as:

- IP address
- Browser type
- Pages visited

This information is used to improve website performance and user experience. If cookies are used, you will be informed via a cookie banner.