Matizmo Privacy Policy

This policy explains how Matizmo Limited handles personal information in connection with our website, enquiries, business relationships and creative services.

Who we are and how to contact us

Matizmo Limited is an independent creative studio. We are the data controller when we decide why and how personal information is used, including for enquiries, business administration and marketing.

Privacy contact: Jake Coventry
Email: jake@matizmo.com
Address: 8 Lapwing Court, Chalford, Stroud, Gloucestershire, GL6 8FQ, United Kingdom
ICO registration: ZB739422

Information we handle and where it comes from

We collect names, job titles, company details, business contact information, enquiries, correspondence, project requirements, and contract, invoice and payment records. We receive this information directly from you, from clients and suppliers, and from professional sources such as LinkedIn.

Project materials may include speaker names, photographs and biographies, attendee details for badges, and other personal information supplied for creative work. Please do not send sensitive personal information unless it is necessary for an agreed project and suitable handling arrangements have been agreed.

Information handled on behalf of clients

When a client supplies personal information for a defined task, such as producing event badges or speaker materials, the client normally acts as controller and Matizmo acts as processor. We handle that information under the applicable client instructions and contractual arrangements. The client's privacy notice explains its purposes and lawful basis.

Requests concerning information we hold on a client's behalf may be referred to that client, whom we will assist in responding. This policy does not replace a data processing agreement or provide permission for additional uses of client information.

Why we use personal information

We rely on legitimate interests to respond to business enquiries, prepare proposals, manage corporate client and supplier relationships, deliver creative services, administer our business and handle disputes. Those interests are providing our services and maintaining effective business relationships. We must balance them against individuals' interests and rights.

Where you personally are party to a contract, we may rely on performing that contract or taking steps you request before entering it. We rely on legal obligation for required tax, accounting and other statutory records. Where consent is required, we rely on consent instead.

Marketing and business development

We may contact existing clients and relevant professional contacts, including contacts identified through LinkedIn, about our services. We rely on legitimate interests where permitted and obtain consent where required. You can object to direct marketing at any time by replying to a message or contacting jake@matizmo.com. We may retain a minimal record of your objection to respect it in future.

Contacting us with an enquiry does not subscribe you to marketing emails. If you do not provide information needed to answer an enquiry, fulfil a contract or meet a legal obligation, we may be unable to provide the relevant service.

Service providers and other recipients

We use third-party providers for email, file storage, accounting, website hosting, design and AI-assisted creative production. These providers may process personal information where it is included in correspondence or project materials. Providers include Google Workspace, Zoho, Adobe, Figma and OpenAI. Our website uses ChatGPT Sites hosting and Cloudflare infrastructure, and FormSubmit delivers website enquiries.

UK-based freelancers may access information needed for the projects they help deliver. We may also share information with professional advisers, such as our accountant, and authorities where legally required. Where we act as processor, use of other providers must follow the applicable client agreement and instructions.

Website enquiries and technical information

Our website enquiry form collects your name, work email address, message and any optional company or timing information you provide. We use FormSubmit to deliver your enquiry to us by email. We use your information to respond and discuss potential work. FormSubmit states that it retains submissions for 30 days; copies delivered to our email account follow the retention approach below.

Our hosting and security providers may process technical information such as IP addresses, browser and device information, request times and security signals to deliver and protect the website. We rely on our legitimate interests in operating a reliable and secure website for this processing.

Cookies and external website services

Our website uses Cloudflare security technology, which may set security cookies such as cf_clearance to record successful checks and distinguish legitimate visitors from automated traffic. The enquiry form uses Google reCAPTCHA to help prevent spam. This service may process technical information and use cookies during submission.

Google Fonts supplies website fonts. Loading those fonts involves requests to Google and disclosure of technical connection information, such as your IP address. We have not installed advertising pixels or audience-analytics tools on our public website.

You can manage or delete cookies through your browser settings. Blocking security cookies may affect access to the website. Third-party services have their own privacy information; links are provided at the end of this policy.

Processing outside the United Kingdom

Our use of international technology providers means personal information may be stored or accessed outside the UK, including in the United States, the European Economic Area, India and other countries where providers and their support teams operate.

The applicable transfer arrangements depend on the provider, service and contract. OpenAI's ChatGPT Sites Data Processing Addendum incorporates standard contractual clauses with the UK Addendum for UK personal information collected by the published website. Other providers publish transfer arrangements including adequacy decisions, the UK Extension to the EU–US Data Privacy Framework for covered US recipients, and standard contractual clauses with UK provisions. The relevant arrangement depends on the service, recipient and applicable terms.

You can contact jake@matizmo.com for information about the arrangements relevant to your personal information and how to obtain a copy of applicable safeguards. Provider privacy information is linked below.

How long we keep information

We assess retention according to the purpose of the information, the business relationship, contractual requirements, legal duties and the need to resolve disputes. We will review retained personal information at least annually and delete or anonymise information that no longer has a justified purpose.

- Enquiries and correspondence: reviewed for continuing relevance to current or reasonably anticipated work.
- Contracts, invoices and accounting records: retained for applicable legal requirements and justified claims-related periods.
- Project archives: retained where needed for agreed reuse, revisions or continuing client work; this does not automatically justify keeping every item of personal information.
- Client-supplied attendee lists and other information held as processor: returned or deleted under the applicable agreement and instructions, subject to legal requirements.
- Marketing objections: minimal records may be retained so that we do not contact people who have opted out.

Your rights and complaints

Depending on the circumstances, you may request access, correction, deletion, restriction or portability of your personal information, or object to processing based on legitimate interests. You may object to direct marketing at any time. Where we rely on consent, you may withdraw it without affecting earlier lawful processing. Rights are subject to applicable conditions and exceptions.

Contact jake@matizmo.com to exercise your rights or raise a concern. We may need to verify your identity and will respond within the applicable statutory timeframe. You may also complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint/ or on 0303 123 1113.

Changes to this policy

We will update this policy when our practices or relevant requirements change. The current version will be available on our website.

Provider privacy information

These sources explain provider practices. They do not replace Matizmo’s responsibilities or the terms governing a particular client project.

OpenAI
https://openai.com/policies/eu-privacy-policy/

ChatGPT Sites data processing agreement
https://openai.com/policies/chatgpt-sites-data-processing-addendum/

Google
https://policies.google.com/privacy

Google Fonts
https://developers.google.com/fonts/faq/privacy

Cloudflare cookies
https://developers.cloudflare.com/fundamentals/reference/policies-compliances/cloudflare-cookies/

Figma
https://www.figma.com/legal/privacy/

Adobe
https://www.adobe.com/privacy/policy.html

Zoho
https://www.zoho.com/privacy.html

FormSubmit
https://formsubmit.co/privacy.pdf