

Wylde Eden Collective

Privacy Notice

Last updated: October 2026

Who we are

Wylde Eden Collective is a wedding content creation business run by Mosa Scott as a sole trader in Clackmannanshire, Scotland. We are the controller of the personal information described in this notice, which means we decide how and why it is used. This notice sits alongside our Wedding Content Creation Terms and Conditions (see clauses 16 and 25).

To contact us about your information: hello@wyldeeden.com.

What information we collect

We collect different information depending on how you deal with us.

- **If you enquire or book:** your name, email address, phone number, wedding date, venue, timeline, content preferences and any notes you share with us in the pre-event consultation.
- **If you pay us:** payment records such as the amount, date and reference. Clients can pay by bank transfer, by card using Lloyds Accept, or by cash. We do not store full card details.
- **Photos, video and audio:** the images, footage and sound we capture at your wedding, which will include you, your guests, your suppliers and sometimes children.
- **Information you tell us about guests or circumstances:** for example, guests or children who should not be filmed.
- **If you message us on social media:** your profile name and the content of your messages. These messages are also held by the platform, which has its own privacy policy.
- **If you visit our website:** we do not use advertising or tracking cookies, analytics tools or contact forms. Our website host, Cloudflare, and Google Fonts (which supplies our fonts) automatically receive technical information such as your IP address and browser type so that the pages can be delivered to you. Our host may also use essential security cookies. If you click an email link, your email program sends us your message in the usual way.

Images and footage can reveal sensitive information, such as religious beliefs or a person's sexual orientation (for example, from a ceremony type or the couple being married). We treat this with extra care and only use it to deliver your content, or for promotion where you have given explicit consent.

How and why we use it

We only use your information where UK data protection law allows it. The table sets out what we use it for and the legal basis.

What we use it for	Legal basis
Responding to enquiries, managing your booking and communicating with you	Contract (steps before and under your booking)

What we use it for	Legal basis
Capturing, editing and delivering your wedding content	Contract
Taking payments, issuing receipts and keeping accounts and tax records	Contract and legal obligation
Handling complaints, disputes or insurance matters	Legitimate interests (protecting our business) and legal obligation
Complying with our insurance conditions and keeping our business safe	Legitimate interests
Showing your content on our website, social media, portfolio or promotional materials	Your consent (optional, never a condition of booking)
Sensitive information revealed in images or footage, when used for promotion	Your explicit consent
Delivering and securing our website	Legitimate interests (a working, secure website)

We do not sell your information, and we do not use it for automated decision making.

Photos and video of guests

If you are a wedding guest, you may appear in content we capture for the couple. We do this because the couple has booked us to record their day, and it is a normal part of a wedding that guests are filmed and photographed. Couples are asked to let guests know that content creation will be taking place.

We will not knowingly publish identifiable guest content for our own promotion unless we have a proper legal basis, such as consent. If you are a guest and would like us to avoid filming you or your child, tell the couple or speak to us on the day. If you would like content featuring you removed or not shared, contact us using the details above and we will act on it where we reasonably can. Once content has been delivered to the couple, they decide how it is shared, so we may also ask them to help.

If you are a client and you have agreed to promotional use under clause 24 of our terms, you can withdraw that consent at any time by contacting us. We will stop future use and remove content from channels we control. Content already shared or kept by third parties may not always be fully recoverable.

Who we share it with

We share information only where we need to, with:

- **Service providers who help us run the business:** for example Google Drive (for your shared content folder), Microsoft Outlook and Microsoft 365 (for email), Cloudflare (which hosts our website and domain), Google Fonts (which supplies our website fonts), editing

software, and our bank and Lloyds Accept (for payments). They may only use your information to provide their service to us.

- **Professional advisers:** such as an accountant, and our insurer or legal advisers if there is a claim, complaint or dispute.
- **Social media platforms:** only if you have agreed to promotional use of your content.
- **Authorities:** where the law requires it.

Some providers may store information outside the UK. Where that happens, we choose providers that use appropriate safeguards, such as the UK International Data Transfer Agreement or an approved adequacy arrangement.

Our website links to Facebook, Instagram and TikTok. If you follow those links, those platforms collect information under their own privacy policies, which we do not control.

How long we keep it

We keep information only as long as we need it.

Information	How long we keep it
Enquiries that do not become bookings	6 months from your last contact
Booking, contract and payment records	6 years after the end of the tax year, for accounts, tax and legal claims
Delivered content in your shared folder	The 30 day access period in clause 20 of our terms, unless extended at your request
Our backup of your raw and edited files	6 months after delivery, then securely deleted
Content used for promotion with your consent	Until you withdraw consent, or 3 years if sooner
Messages and emails	Kept with your booking record, then deleted with it
Website visitor technical data	Held by our website host under its own policies. We do not keep our own copy.

Keeping it safe, your rights and complaints

We take reasonable steps to protect your information, including password protected accounts and devices, private shared folders and backing up files. No system is completely secure, and as clause 25 of our terms explains, technical failures can occasionally happen despite our precautions.

Under UK data protection law you have the right to:

- ask for a copy of the personal information we hold about you
- ask us to correct information that is wrong or incomplete
- ask us to delete your information in some circumstances
- ask us to restrict or object to our use of it in some circumstances

- withdraw your consent at any time, where we rely on consent (this does not affect what we did before)
- ask for information you gave us to be sent to you in a portable format, where this applies

To use any of these rights, contact us using the details at the top. We aim to reply within one month.

If you are unhappy with how we have handled your information, please tell us first so we can try to put it right. You can also complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.

We may update this notice from time to time. The latest version will always be available on request.