

1. Who we are

Swallow and Tea Ltd, company number 15342327 is the data controller for the personal information described in this policy. Contact: studio@swallo.co 71-75 Shelton street, Covent Garden , London WC2H 9JQ.

2. What we collect

Depending on how you interact with us, we may collect:

- Contact details such as name, email, phone number, delivery and billing address
- Order details such as item, rug, size, colourway, order value, payment status
- Enquiry/consultation details such as room photos you send us, notes about your space or preferences
- Payment information which are processed securely by our payment provider Stripe; we do not store full card numbers ourselves
- Communications such as emails, form submissions, and any correspondence with us
- Technical data such as IP address, browser type, and site usage data via cookies/analytics (see Section 7)

3. Why we collect it, and our legal basis

Purpose	What we use	Legal basis

Process and fulfil your order	Contact, order, payment details	Performance of a contract
Respond to enquiries and consultations	Contact details, photos/notes you send	Performance of a contract / legitimate interest
	Send order status updates	Contact, order details
	Send marketing emails (only if you've opted in)	Email address
		Consent
Improve the site	Technical/analytics data	Legitimate interest / consent (cookies)
	Meet legal and tax obligations	Order and payment records
		Legal obligation

4. Who we share it with

We share personal data only where necessary to run the business:

- Payment processing: Stripe
- Order tracking / CRM: Airtable
- Automation between tools: Zapier
- Email communications: Mailchimp / Zoho mail
- Delivery: our shipping/courier partners, who receive your name, address, and contact details to deliver your rug
- Website hosting/forms: Webflow

We don't sell your personal data. Some of these providers may process data outside the UK/EEA. Where that happens, we rely on their standard contractual clauses or equivalent safeguards.

Those platforms include but are not limited to Zoho Mail, Airtable, Stripe, Zapier, Mailchimp, Webflow.

5. How long we keep it

- Order and payment records: kept for 6 years to meet UK tax and accounting obligations.
- Enquiry details that don't become an order: kept for 12 months, then deleted, unless you ask us to delete sooner.
- Marketing list kept until you unsubscribe or ask us to remove you.

6. Your rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
 - Ask us to correct inaccurate data
- Ask us to delete your data (subject to our legal obligation to keep order/tax records)
 - Object to or restrict certain processing
- Withdraw consent to marketing at any time (unsubscribe link in every email)
 - Ask for your data in a portable format
- Complain to the Information Commissioner's Office (ico.org.uk) if you think we've mishandled your data

To exercise any of these, contact us at studio@swallo.co.

7. Cookies

Our site uses cookies for:

- Essential functions such as keeping the site working, remembering items you're viewing
- Marketing (if applicable) e.g. tracking pixels for advertising

You can manage cookie preferences via the banner on first visit, or through your browser settings. We recommend a "reject non-essential cookies by default" setup on the consent banner, consistent with best practice.

8. Children

Our site and products are intended for adults. We don't knowingly collect data from children.

9. Changes to this policy

We may update this policy from time to time; the date below shows when it was last revised. Material changes will be reflected here.

10. Contact

Questions about this policy or your data: studio@swallo.co

Last updated: 14th September, 2026