



The Curious Case Company Ltd.

Privacy Notice

Last updated: 26.06.2025

1. Introduction

This privacy notice explains how The Curious Case Company Ltd. (“we”, “our”, or “us”) collects, uses, shares, and protects your personal information. We are registered in England and Wales, company number 16289798. Our registered address is 14 Kimmeridge, Bracknell, Berkshire, RG12 0UD.

By continuing to use our website, you agree to the practices outlined in this notice. If you do not agree, we kindly ask that you refrain from using our services.

2. Data We Collect and How We Use It

We process personal data under various lawful bases:

Contractual Obligations

When you create an account, make a purchase, or use our web application, we may process:

- Your name, email, and contact details
- Case ID and product purchase info
- Preferences and use history

This enables us to verify your identity, deliver services, and provide support.

Consent

We may process personal data (e.g., via cookies or contact forms) with your explicit consent. This may include:

- Analytics and site preferences
- Marketing preferences (if opted in)

You may withdraw consent at any time by emailing info@curiouscasecompany.com. This may limit the functionality you can access.

Legitimate Interests

We may process your data to:

- Respond to queries
- Maintain business operations
- Improve our services
- Protect our legal interests

We always consider whether these interests are proportionate and aligned with your reasonable expectations.

Legal Obligations

We may process data if required by law, such as cooperating with authorities where appropriate.

3. Categories of Data and Recipients

We collect:

- Contact details (name, email, telephone)
- Payment references (via third-party processors)
- Technical identifiers (IP address, browser, device)
- Employment or affiliate details (if applicable)

This data may be shared with:

- Payment processors (e.g. Stripe)
- Hosting and infrastructure providers (e.g. AWS)
- Customer support services

4. International Transfers

Our infrastructure may involve data processing outside the UK or EEA, including via Amazon Web Services (AWS). We ensure appropriate safeguards are in place, including UK-approved Standard Contractual Clauses, to ensure your data remains protected.

5. Use of Cookies

We use cookies to:

- Maintain login sessions
- Track user experience and navigation
- Record survey or case activity

You control whether to accept cookies using our cookie banner or through your browser settings. Not accepting cookies may limit certain features of our website.

6. Communication and Support

We retain communications you send us via email, phone, or website to deliver support and improve our service. This includes queries, complaints, and job applications.

7. Recruitment, Employment & Affiliates

- **Job Applicants:** Data retained for up to 3 years or 6 years post-employment.
- **Affiliates and Business Partners:** Data is only used to manage our relationship and may be shared with third-party platforms solely for tracking or payment.

8. Children's Privacy

Our website is not intended for users under 18. We do not knowingly collect data from children or market to them.

9. Data Security

We use SSL encryption to protect data in transit. Look for the padlock icon in your browser bar to confirm a secure connection.

10. Your Rights

You may request to:

- Access your data
- Correct or delete data
- Withdraw consent

We verify identity before processing such requests. Contact info@curiouscasecompany.com.

11. Complaints

If you're not satisfied with our response to a privacy concern, you can raise a complaint with the UK Information Commissioner's Office: <https://ico.org.uk/concerns/>

12. Data Retention

We retain data:

- As long as necessary for service delivery
- As required by tax or legal obligations
- To support legal claims or enforcement

13. Use of Data Summary

Service Delivery

- Maintain and provide services

- Notify you of updates
- Offer interactive features

Analytics

- Improve the website experience
- Address technical issues

Marketing (if opted in)

- Send news and special offers

Social Media and Advertising

Where you have provided your consent, we may use your personal data to create custom or lookalike audiences on social media or advertising platforms such as Facebook, YouTube, or similar services. This helps us show you relevant ads based on your interests. These platforms may act as joint controllers for this processing, and you can manage your ad preferences directly through their settings.

We use tools such as the Meta Pixel to help us understand how users interact with our website and improve the relevance of our advertising. This may involve collecting information such as your IP address, browser type, and site activity, which is shared with Meta Platforms, Inc. We only activate this tracking with your explicit consent via our cookie banner. You can update your cookie preferences through your browser settings.

14. Policy Updates

This policy may change over time. The terms that apply are those posted here on the day you use our site. Please review this policy periodically.

15. Contact Us

For privacy-related matters, including Data Protection enquiries, contact:

Data Protection Officer

The Curious Case Company Ltd.
14 Kimmeridge
Bracknell
RG12 0UD
info@curiouscasecompany.com