

Privacy & Cookie Policy

Blueberry & Apple | Last updated: 22 June 2026

1. Introduction

Welcome to Blueberry & Apple, the trading name of Caroline Hopkins ("we", "us", or "our"). We are committed to protecting your personal data and respecting your privacy. This Privacy & Cookie Policy explains what information we collect when you visit our website, how we use it, and your rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

By using our website, you acknowledge that you have read and understood this policy.

2. Who We Are

Caroline Hopkins, trading as Blueberry & Apple, is the data controller for personal data collected through this website. If you have any questions about how we handle your data, please contact us at: **Email: hello@blueberryandapple.com**

3. What Data We Collect

3.1 Newsletter / Contact Enquiries

If you sign up to our newsletter or submit an enquiry form, we collect:

- Your name
- Your email address
- Information about how we can help you

We use this information solely to respond to your enquiry or to send you updates if you have confirmed that you would like us to stay in touch. We do not sell or share your details with third parties for marketing purposes.

3.2 Analytics Data

We use analytics tools (such as Google Analytics) to understand how visitors use our website. This may involve the collection of:

- Pages visited and time spent on each page
- Approximate geographic location (country/region level)
- Browser type and device type
- How you landed on our website (e.g. search engine, direct link)

This data is aggregated and anonymised wherever possible, and is not used to identify you personally.

4. Legal Basis for Processing

Under UK GDPR, we rely on the following legal bases to process your data:

- Consent – for newsletter sign-ups and non-essential cookies. You may withdraw consent at any time.
- Legitimate interests – for basic website analytics that help us improve our site, where this does not override your rights.

5. Cookie Policy

5.1 What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help the site function correctly and provide information about how visitors use the site.

5.2 Cookies We Use

Essential Cookies

These are required for the website to function and cannot be switched off. They do not store any personally identifiable information.

Analytics Cookies

We use analytics cookies (e.g. Google Analytics) to collect anonymised information about how visitors use our site — such as the pages most visited and any error messages encountered. These cookies help us improve the website. They are only set with your consent.

5.3 Managing Cookies

When you first visit our site, a cookie consent banner will appear asking you to accept or decline non-essential cookies. We will only set analytics cookies once you have given your consent via this banner. You can change your preferences at any time by clearing cookies in your browser settings.

Most browsers allow you to refuse or delete cookies. For guidance, visit your browser's help pages or www.aboutcookies.org. Please note: disabling analytics cookies will not affect your ability to use our website.

6. How Long We Keep Your Data

We retain your data only for as long as necessary:

- Newsletter subscribers: until you unsubscribe or request deletion.
- Enquiry data: up to 12 months after your enquiry is resolved.
- Analytics data: as per our analytics provider's retention settings (typically 14 months for Google Analytics).

7. Third-Party Services

We may use the following third-party services which may process data on our behalf:

- Google Analytics – website analytics (governed by Google's Privacy Policy)
- Wix – for sending newsletters

These providers are required to handle your data securely and in accordance with applicable law. We do not allow them to use your data for their own purposes.

8. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

- Right of access – you can request a copy of the data we hold about you.
- Right to rectification – you can ask us to correct inaccurate data.
- Right to erasure – you can ask us to delete your data in certain circumstances.
- Right to restrict processing – you can ask us to limit how we use your data.
- Right to data portability – you can request your data in a structured, machine-readable format.
- Right to object – you can object to processing based on legitimate interests.
- Right to withdraw consent – where processing is based on consent, you can withdraw it at any time.

To exercise any of these rights, please contact us at hello@blueberryandapple.com. We will respond within one month.

You also have the right to lodge a complaint with the UK's data protection authority, the Information Commissioner's Office (ICO), at www.ico.org.uk or by calling 0303 123 1113.

9. External Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to read their privacy policies.

10. Changes to This Policy

We may update this policy from time to time to reflect changes in our practices or legal requirements. We will update the "Last updated" date at the top of this page whenever changes are made. We encourage you to review this policy periodically.

11. Contact Us

If you have any questions, concerns, or requests relating to this Privacy & Cookie Policy, please get in touch:

Caroline Hopkins, trading as Blueberry & Apple

Email: hello@blueberryandapple.com