



THE BUSINESS TEA

Privacy & Cookie Policy

The Business Tea Ltd

53 The Colliery, Shropshire, TF2 7FQ, United Kingdom

hello@thebusinessstea.co.uk

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Important notice

This document explains how The Business Tea Ltd collects, uses, stores and protects your personal data, and how we use cookies on our website. Please read it carefully. By using our website you acknowledge that you have read and understood this policy.

1. Who We Are

The Business Tea Ltd ('we', 'us', 'our') is a digital marketing consultancy based in the United Kingdom. We provide marketing consultancy, strategic guidance, and educational resources to freelancers, small businesses, and growing teams. We also operate an online shop selling digital products including eBooks and online courses.

We operate the website at <https://thebusinessstea.co.uk> (the 'Website').

For the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, The Business Tea Ltd is the Data Controller for personal data collected through this Website.

Contact us about this policy:

Email: hello@thebusinessstea.co.uk

Post: The Business Tea Ltd, 53 The Colliery, Shropshire, TF2 7FQ



2. What Personal Data We Collect

We collect personal data in the following categories depending on how you interact with our Website and services.

2.1 Data you provide directly to us

- **Contact and consultancy enquiries:** When you submit a contact form, we collect your name, email address, phone number, the subject of your enquiry, and any message content you include.
- **Newsletter subscription:** When you subscribe to our newsletter, we collect your email address.
- **Audience enrichment data:** After subscribing to our newsletter, or completing one of our forms, we may send you optional data enrichment forms via Mailchimp. These forms ask for additional information to help us tailor our content and better understand our audience. The fields we may request include: gender, date of birth, work address, and social media profile links. All enrichment fields are entirely optional and will never be mandatory. We rely on your explicit consent for this enrichment data, which you provide by completing and submitting the form.
- **Client onboarding:** When we begin working together, as clients, we send data capture forms to understand your business context. Information collected at this stage may include details about your business, objectives, target audience, and relevant contact information. This data is used solely to deliver our services.
- **eBook and course interest registration:** When you register your interest in our eBooks or online course, we collect your name and email address.
- **Shop purchases (WooCommerce):** When you make a purchase through our online shop, we collect your name, email address, billing address, and order details. Payment processing is handled entirely by Stripe or PayPal depending on your chosen method. We do not receive, process or store your full payment card details. Your payment data is subject to Stripe's Privacy Policy (<https://stripe.com/gb/privacy>) or PayPal's Privacy Statement (<https://www.paypal.com/uk/legalhub/privacy-full>), as applicable.
- **Customer feedback:** If you complete a feedback form, we collect your responses and any contact information you choose to provide.

2.2 Data we collect automatically when you visit our Website



- **Usage data:** We automatically collect information about how you use our Website, including pages visited, time spent on pages, scroll depth, links clicked, and the page you came from (referrer).
- **Device and browser data:** We collect information about the device and browser you use, including browser type, operating system, and approximate geographic location at country or region level, derived from your IP address.
- **IP address:** Your IP address is collected automatically by our servers and by third-party analytics tools. It is used in anonymised or pseudonymised form and is not used to identify you personally.
- **Cookie and tracking data:** We use cookies and similar technologies to collect data about your visit. Please see Section 8 (Cookies) for full details.

2.3 Sensitive personal data

Date of birth and gender may be collected through our optional audience enrichment forms. Under UK GDPR, date of birth is not classified as a special category of data, but gender may in some circumstances be considered sensitive. We only collect this data where you have explicitly and freely chosen to provide it, and we use it solely to segment and tailor our newsletter content. We do not share this data with third parties for advertising purposes.

2.4 Data we do not collect

We do not collect health or medical information, government-issued identification numbers, or financial account details. We do not knowingly collect personal data from children under the age of 16.

3. Lawful Basis for Processing

Under UK GDPR, we must have a lawful basis for each type of processing we carry out. The table below sets out the basis we rely on for each activity.

Processing activity	Lawful basis	Detail
Responding to contact and service enquiries	Legitimate interests	We have a legitimate interest in responding to and following up on enquiries about our services.
Sending our newsletter	Consent	You have explicitly opted in. You can withdraw consent at any time by clicking



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		unsubscribe in any email or managing your individual preferences.
Audience enrichment data (gender, DOB, social media, work address)	Consent	You have freely and explicitly chosen to provide this data via an optional enrichment form. You can withdraw consent and request deletion at any time.
Client onboarding data capture	Contract	Processing is necessary to take steps at your request prior to entering into a contract, and to perform our consultancy services contract with you.
eBook and course interest registration	Consent	You have explicitly asked us to notify you when these products are available.
Processing shop orders (WooCommerce)	Contract	Processing is necessary to fulfil your purchase, including order confirmation, delivery of digital products, and customer support.
Website analytics (Google Analytics 4,, Hotjar)	Consent	We only load analytics tools after you have accepted analytics cookies via our consent banner.
Advertising measurement (Google Ads, Meta, TikTok)	Consent	We only load advertising tracking after you have accepted marketing cookies via our consent banner.
Marketing communications to existing clients	Legitimate interests	We have a legitimate interest in keeping existing clients informed of relevant services. You can opt out at any time.
Customer feedback	Legitimate interests	We have a legitimate interest in improving our services based on client feedback.
Security and fraud prevention	Legitimate interests	We have a legitimate interest in maintaining Website security and preventing fraud.
Compliance with legal obligations	Legal obligation	We may process data where required to comply with applicable law, regulation, or legal process.

A note on enrichment data and consent

Where we collect optional enrichment data (gender, date of birth, social media profile, work address), we rely on consent as our lawful basis. This means: (1) the enrichment form must clearly explain why we are collecting each field before you submit it; (2) all fields are optional; and (3) you can withdraw your consent and request deletion of this



data at any time by contacting hello@thebusinessstea.co.uk, or by updating your personal preferences by visiting your preference centre.

4. How We Use Your Personal Data

- **To respond to your enquiries:** We use your name, email, phone and message to respond to and follow up on your enquiry. Enquiries that do not lead to a client relationship are retained for up to 12 months.
- **To send you our newsletter:** We use your email address to send our marketing newsletter containing digital marketing tips, trends and updates. You can unsubscribe at any time.
- **To tailor newsletter content:** Where you have chosen to provide enrichment data, we use it to segment our audience and personalise the content, tone and relevance of our newsletter communications. We do not use this data for any other purpose without your explicit consent.
- **To understand our audience:** We use aggregated, anonymised enrichment data to analyse the makeup of our audience and inform our content and marketing strategy. No individual is identified in this analysis.
- **To notify you of product launches:** If you have registered interest in our eBooks or online course, we will contact you by email when they become available. We may also notify you of new products if you have consented to marketing updates if we deem relevant and of legitimate interest.
- **To process and fulfil shop orders:** We use your name, email, billing address and order details to process your purchase, send order confirmation, deliver digital products, and handle any post-purchase support.
- **To deliver services:** We use client onboarding data to understand your business, prepare proposals, and deliver agreed work.
- **To improve our Website:** We use anonymised analytics data to understand how visitors use our Website and where we can improve the user experience.
- **To measure marketing effectiveness:** Where you have consented to marketing cookies, we use advertising platform data in aggregated form to understand which channels drive traffic and enquiries.
- **To comply with our legal obligations:** We retain certain records as required by law, including financial records and communications relevant to disputes or regulatory enquiries.

5. How We Share Your Data



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We do not sell your personal data to any third party. We share your data only in the limited circumstances described below.

5.1 Service providers and data processors

The following third-party services process personal data on our behalf. Each is subject to appropriate data processing agreements and may only use your data for the purposes we specify.

Service	Provider	Purpose and data processed
Website hosting	WordPress / WP Engine	Hosts our Website and online shop. May process IP addresses and server logs.
Online shop	WooCommerce	Powers our online shop. Processes order data including name, email, billing address and order details. Payment data is passed directly to Stripe or PayPal and is not stored by WooCommerce or us.
Payment processing	Stripe	Processes card payments for shop orders. Handles all payment card data directly. We do not receive or store card numbers. Subject to Stripe's own privacy policy.
Payment processing	PayPal	Processes PayPal payments for shop orders. Handles all payment data directly. We do not receive or store payment credentials. Subject to PayPal's own privacy statement.
Email (contact forms and client comms)	Gmail (Google Workspace)	Receives form submission notifications and client communications containing name, email, phone and message content.
Email marketing	Mailchimp (Intuit)	Stores email subscriber lists, sends our newsletter, and hosts our audience enrichment forms. Holds your email address, subscription preferences, and any enrichment data you have voluntarily provided.
Analytics	Google Analytics 4	Receives anonymised and pseudonymised usage data about Website visits. Processed under Google's data processing terms. Not used to identify individuals.
Heatmaps and session recording	Hotjar	Records anonymised session behaviour to help us improve the Website. Activated only with analytics consent.
Advertising measurement	Google Ads	Measures the effectiveness of paid advertising campaigns. Activated only with marketing consent.



Social media advertising	Meta (Facebook / Instagram)	Meta Pixel measures ad effectiveness and may build audiences for advertising. Activated only with marketing consent.
Social media advertising	TikTok	TikTok Pixel measures ad effectiveness. Activated only with marketing consent.
Tag management	Google Tag Manager	Manages and deploys tracking scripts. Does not independently collect personal data.
Cookie consent	CookieYes	Manages your cookie consent preferences. Stores your consent choices for 12 months.
CRM	Monday.com	We use Monday.com to manage client relationships and track enquiries and project progress. Contact information from enquiries may be recorded here.
Automation	Make.com (Integromat)	We use Make.com to automate workflows between our tools. Currently used to pass enquiry notification data from Gmail to Monday.com. Personal data is processed in transit but not stored independently by Make.com beyond what is required for the automation to function.

5.2 International data transfers

Several of the third-party services listed above are based outside the United Kingdom, including in the United States. Where your data is transferred outside the UK, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses (SCCs) approved by the UK ICO
- Transfers to countries with a UK adequacy decision
- Service providers' certification under recognised international frameworks

Google, Meta, TikTok, Stripe, PayPal, Mailchimp, Monday.com and Make.com all operate internationally and maintain data transfer mechanisms compliant with UK law.

5.3 Legal disclosures

We may disclose your personal data where required to comply with a legal obligation, court order, or regulatory requirement; to protect the rights, property or safety of The Business Tea Ltd, our clients or the public; or to enforce our Terms and Conditions. In the event of a business acquisition or merger, your data may be transferred to the new owner subject to the same protections described in this policy.



6. How Long We Keep Your Data

We retain personal data only for as long as necessary for the purposes for which it was collected, or as required by law.

Data type	Retention period and reason
Contact form enquiries	Up to 12 months for enquiries that do not lead to a client relationship. Client communications retained for the duration of the relationship plus 6 years (standard commercial limitation period under the Limitation Act 1980).
Newsletter subscriber data (email address)	Retained for as long as you remain subscribed. Deleted within 30 days of unsubscription.
Audience enrichment data (gender, DOB, social media, work address)	Retained in Mailchimp for as long as you remain subscribed, or until you request deletion. Deleted within 30 days of receiving a deletion request or unsubscription.
Client onboarding data	Retained for the duration of the client relationship plus 6 years.
eBook / course interest registrations	Retained until the product launches and notification is sent, then deleted unless you separately subscribe to our newsletter.
Shop order data (WooCommerce)	Order records retained for 7 years to comply with HMRC financial record-keeping requirements. Personal details may be anonymised after the statutory retention period.
Analytics data (GA4)	Event data retained for 14 months within GA4. Aggregated insights may be retained indefinitely as they cannot identify individuals.
Cookie consent records	Your consent preference is stored for 12 months by CookieYes, after which you will be asked to make a new choice.
Server logs	Retained for up to 90 days for security and diagnostic purposes.

7. Your Rights Under UK GDPR

Under the UK General Data Protection Regulation and the Data Protection Act 2018, you have the following rights in relation to your personal data. These rights are not absolute and may be subject to limitations in certain circumstances.



- **Right of access (Article 15):** You can request a copy of the personal data we hold about you and information about how and why we process it. We will respond within one calendar month.
- **Right to rectification (Article 16):** You can ask us to correct inaccurate or incomplete personal data we hold about you.
- **Right to erasure (Article 17):** You can ask us to delete your personal data where we no longer need it, you withdraw consent, or you object to processing. This right does not apply where we are required by law to retain the data.
- **Right to restriction (Article 18):** You can ask us to pause processing of your data in certain circumstances, for example while a dispute about accuracy is resolved.
- **Right to data portability (Article 20):** Where we process your data by automated means on the basis of consent or contract, you can receive a copy of your data in a machine-readable format, or request we transfer it to another controller.
- **Right to object (Article 21):** You can object to processing based on legitimate interests. You have an absolute right to object to processing for direct marketing purposes, which we will always honour immediately.
- **Right to withdraw consent:** Where we rely on consent, you may withdraw it at any time. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.
- **Rights related to automated decision-making (Article 22):** You have the right not to be subject to decisions made solely by automated processing that produce significant effects. We do not carry out this type of processing.

To exercise any of your rights: Contact us at hello@thebusinesstea.co.uk. We will respond within one calendar month. We may need to verify your identity before acting on your request.

Right to complain: If you are unhappy with how we handle your data, you have the right to complain to the UK Information Commissioner's Office (ICO) at <https://ico.org.uk> or by telephone on 0303 123 1113.

We would always appreciate the opportunity to address your concerns directly first.

8. Cookies and Tracking Technologies

8.1 What are cookies?



Cookies are small text files stored on your device when you visit a website. They allow the website to remember information about your visit. We also use similar technologies such as tracking pixels.

8.2 How we manage consent

We use CookieYes as our consent management platform. When you first visit our Website, a cookie banner will appear asking for your consent to non-essential cookies. You can accept all, reject all non-essential, or customise your preferences by category. You can update your choices at any time by clicking 'Consent Preferences' in the website footer.

We implement Google's Consent Mode v2. Where you decline analytics or advertising cookies, Google's tools use privacy-preserving modelling to estimate aggregate trends without collecting your personal data. No personal data is collected from non-consenting users by Google's tools.

8.3 Necessary cookies - always active

Essential for the Website to function. Cannot be disabled.

Cookie	Duration	Purpose
cookieyes-consent	1 year	Stores your cookie consent preferences across visits.
cookies.js	Session	Used by CookieYes to manage consent functionality during your visit.
cookieawinfo-checkbox-*	11 months	Records your consent choice for each cookie category.
viewed_cookie_policy	11 months	Records whether you have viewed the cookie policy.
VISITOR_PRIVACY_METADAT A	6 months	Set by YouTube to store cookie consent state for embedded video content.
WooCommerce session cookies	Session / 2 days	Set by WooCommerce to manage your shopping cart, checkout session, and order process. Essential for shop functionality.

8.4 Functional cookies - require consent

Enable enhanced functionality such as session continuity and video playback.



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Cookie	Duration	Purpose
mwai_session_id	Session	Set by the AI Engine plugin. Stores your AI assistant session ID to maintain conversation continuity.
VISITOR_INFO1_LIVE	6 months	Set by YouTube to measure bandwidth and determine which player interface to show for embedded videos.

8.5 Analytics cookies - require consent

Help us understand how visitors use our Website. All data is anonymised or pseudonymised.

Cookie	Duration	Purpose
_ga	13 months	Google Analytics. Assigns a randomly generated ID to distinguish unique visitors. Does not identify you personally.
ga*	13 months	Google Analytics. Stores and counts page views for this property.
hjSessionUser*	1 year	Hotjar. Assigns a unique visitor ID to attribute data across sessions on this site.
hjSession*	1 hour	Hotjar. Holds current session data and ensures activity is attributed to the correct visit.
YSC	Session	YouTube. Tracks views of embedded videos.

8.6 Advertising and marketing cookies - require consent

Set by our advertising partners to measure campaign performance and support audience targeting on other platforms.

Cookie	Duration	Purpose
_gcl_au	3 months	Google. Measures advertising efficiency for websites using Google services.
ttcsid	3 months	TikTok. Session cookie for ad tracking and attribution.
ttcsid_CBA59HBC77UDNFITQQR0	3 months	TikTok. Pixel-specific session cookie for The Business Tea's TikTok Pixel.
_ttp	3 months	TikTok. Tracks behaviour across websites to measure advertising campaign performance.



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_tt_enable_cookie	3 months	TikTok. Indicates that the user has consented to cookie tracking.
_mc_anon_id	Session	Mailchimp. Anonymously identifies visitors for newsletter signup tracking.
__Secure-ROLLOUT_TOKEN	6 months	YouTube. Manages staged feature rollouts and interface A/B testing.
__Secure-YNID	6 months	YouTube. Protects user security and prevents fraud during login.

8.7 Managing your cookie preferences

- **Cookie banner:** Click 'Consent Preferences' in our website footer at any time to update your choices.
- **Google Analytics opt-out:** <https://tools.google.com/dlpage/gaoptout>
- **Google personalised advertising:** <https://adssettings.google.com>
- **Browser settings - Chrome:**
<https://support.google.com/accounts/answer/32050>
- **Browser settings - Safari:**
<https://support.apple.com/en-gb/guide/safari/sfri11471/mac>
- **Browser settings - Firefox:**
<https://support.mozilla.org/en-US/kb/clear-cookies-and-site-data-firefox>
- **Browser settings - Edge:**
<https://support.microsoft.com/en-us/microsoft-edge/delete-cookies-in-microsoft-edge-63947406-40ac-c3b8-57b9-2a946a29ae09>

9. How We Protect Your Data

We take the security of your personal data seriously and have implemented the following measures:

- All data transmitted between your browser and our Website is encrypted using HTTPS (SSL/TLS)
- Access to personal data in our systems is restricted to authorised personnel only
- We use reputable third-party providers with their own security certifications
- Payment card data is handled entirely by Stripe or PayPal and is never transmitted to or stored on our systems
- Our third-party services maintain their own security programmes and industry certifications



Despite these measures, no method of transmission over the internet is completely secure. We cannot guarantee absolute security. If you believe your data has been compromised in connection with our services, please contact us immediately at hello@thebusinessstea.co.uk.

10. Children's Privacy

Our Website and services are not directed at children under the age of 16. We do not knowingly collect personal data from children under 16. If you are a parent or guardian and believe your child has provided us with personal data, please contact us at hello@thebusinessstea.co.uk and we will delete it promptly.

11. Third-Party Websites and Social Media

Our Website contains links to third-party websites including our social media profiles. We are not responsible for the privacy practices of those websites. We encourage you to review their privacy policies before providing any personal data.

Our social media profiles:

- Facebook: <https://www.facebook.com/thebusinessstea>
- Instagram: <https://www.instagram.com/thebusinesssteaofficial>
- TikTok: <https://www.tiktok.com/@thebusinessstea>
- YouTube: <https://www.youtube.com/@TheBusinessTea>

12. Direct Marketing and Opting Out

We will only send you direct marketing communications where you have explicitly opted in, or where we have a legitimate interest in contacting existing clients about relevant services.

To stop receiving marketing communications from us:

- Click the 'unsubscribe' link in any marketing email
- Email hello@thebusinessstea.co.uk and ask to be removed from our mailing list

We will process your opt-out request within 10 working days. Opting out of marketing emails does not affect transactional communications such as responses to your direct enquiries or order confirmations.



13. Changes to This Policy

We may update this Privacy & Cookie Policy from time to time. When we do, we will update the 'Last updated' date at the top of this document. For material changes, we may notify you more prominently. Your continued use of the Website after changes are posted constitutes acceptance of the updated policy.

14. Contact Us

The Business Tea Ltd Email: hello@thebusinessstea.co.uk

Post: 53 The Colliery, Shropshire, TF2 7FQ, United Kingdom

Phone: 07590 365704

We aim to respond to all privacy-related enquiries within 5 working days.

Information Commissioner's Office (ICO):

Website: <https://ico.org.uk/make-a-complaint>

Telephone: 0303 123 1113

Post: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

We would always prefer the opportunity to resolve your concerns directly before you contact the ICO.

The Business Tea Ltd | thebusinessstea.co.uk | hello@thebusinessstea.co.uk

Registered in England and Wales | Effective 5 April 2026