



Buzzio Ltd – Privacy Policy

Also trading as Buzzio Digital, Buzzio Creative, Buzzio App, Buzzio Hive and forshihtzandgiggles

Last updated: 23 October 2026

Buzzio Ltd ("Buzzio", "we", "us", "our") is committed to protecting personal data and respecting your privacy. This policy explains what personal data we collect, why, how we use and protect it, and the rights you have. It applies to all our websites, enquiry forms, online shops, memberships and services, wherever you are in the world.

1. Who we are

Buzzio Ltd is a company registered in England & Wales (company number 16548463) and is registered with the Information Commissioner's Office (ICO) as a data controller, registration number ZC088406. We are the data controller for the personal data described in this policy, except where section 13 says we act as a processor.

We trade as:

- **Buzzio Digital** — marketing, strategy, social media, websites, automation and consulting;
- **Buzzio Creative** — photography, videography and user-generated content (UGC) for travel and hospitality brands;
- **Buzzio App** — our white-label customer relationship management (CRM) and marketing automation platform;
- **Buzzio Hive** — our membership, digital products and online courses (buzziohive.io); contact hive@buzzio.io;
- **forshihtzandgiggles** — digital guides for Shih Tzu owners (forshihtzandgiggles.com); contact forshihtzandgiggles@buzzio.io.

We also sell digital products through our Etsy shop (see section 5).

Contact details

- Privacy and general enquiries: support@buzzio.io
- Buzzio App support: app@buzzio.io
- Buzzio Digital enquiries: digital@buzzio.io
- Buzzio Creative enquiries: creative@buzzio.io
- Buzzio Hive: hive@buzzio.io
- forshihtzandgiggles: forshihtzandgiggles@buzzio.io
- Registered office: Unit 4, Arena Business Centre, Holyrood Close, Poole, BH17 7FP, United Kingdom

2. The personal data we collect

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

- **identity data** — name, title, company or property name, job role and username;
- **contact data** — email address, phone number, postal address, website and social media handles (e.g. Instagram);
- **enquiry and project data** — shoot locations, dates, type of work, budget, briefs and project details;
- **account and technical data** — login details, IP address, browser and device information, access logs and user permissions;
- **order and membership data** — products bought, order numbers, dates, amounts, download links and download activity, membership plan (monthly or annual), renewal dates, cancellation requests, member login details, portal and app activity, course progress, live session attendance, consultation bookings and your checkout consent to immediate download or access;
- **billing and financial data** — invoicing details, payment references and payment status. Card details are handled by our payment providers; we do not store full card numbers;
- **CRM and marketing data** — leads, contact records, notes, forms, campaigns, engagement data and communications;
- **content** — images, video, audio, documents, webpages, funnels, emails, forms, automations and templates you send us or create through our services;

- **shoot data** — photos and video taken during a Buzzio Creative shoot, which may include identifiable people (such as staff or guests) where agreed with the client;
- **support and correspondence data** — emails, messages, tickets, call and meeting notes.

We do not intentionally collect special category data (such as health, religion or ethnicity) unless expressly agreed in writing and appropriate safeguards are in place.

3. How we collect personal data

We collect personal data:

- directly from you, including through our websites, enquiry forms, email, calls and messages;
- when you use Buzzio App or other services we provide;
- when you buy a digital product from us or join Buzzio Hive;
- from Etsy, when you buy from our Etsy shop;
- from forms, funnels, websites or automations created or used through our systems;
- during shoots and projects we deliver for you;
- from service providers involved in delivering our services, such as payment and software providers;
- from publicly available business sources (for example, a company website or professional profile) when we research potential clients.

4. Enquiries (including the Buzzio Creative enquiry form)

When you send an enquiry through one of our websites or by email, we collect what you give us. On the Buzzio Creative form this is:

- your name, email address and phone number;
- your company or property name;
- your website or Instagram handle;
- shoot location and preferred dates;
- type of work required;

- budget;
- project details;
- how you heard about us;
- your consent choices.

Why we use it: to reply to you, prepare a quote and follow up by email about your enquiry.

Lawful basis: taking steps at your request before entering into a contract, and our legitimate interest in responding to and following up business enquiries. We will only send you marketing emails (such as news or offers) if you have given consent, or where the law allows us to contact existing clients about similar services. You can unsubscribe at any time using the link in any email or by contacting us.

Enquiry data is stored in Buzzio App.

5. Digital product purchases and Buzzio Hive membership

Buying directly from us (for example on buzzio.io, buzziohive.io or forshihtzandgiggles.com). At checkout we collect your name, email address, billing details (such as country and postcode where needed), what you bought and the price, and the record of your consent to immediate download and acknowledgement that you lose the 14-day cancellation right. Our checkout runs on HighLevel, and card payments are processed by our payment providers, such as Stripe (or PayPal where offered). They receive your payment details directly; we do not see or store your full card number. We use your email address to send your order confirmation, receipt and download link, and to help if there's a problem with your download.

Buzzio Hive membership. When you join we also create and hold your member account: your name, email address, login details, membership plan, billing and renewal dates, payment status, cancellation requests, the content and courses you access and your progress, and any messages you send us. Member resources are accessed in the Buzzio Hive app and portal, which runs on HighLevel. We use this data to give you access, run live sessions, take recurring monthly or annual payments, process cancellations you make in the portal, send service emails (such as renewal or 30-day price-change notices), provide

support and stop account sharing or misuse. When your membership ends, your access ends and we close your account as described in section 11.

Consultations. If you book a consultation, we collect your name, contact details, booking details, payment details and any information you share for the session, and use them to provide the consultation and keep business records.

Lawful basis: contract (to process your order or membership and deliver what you bought); legal obligation (keeping sales and tax records, and records of your cancellation-right consent); and legitimate interests (preventing fraud and misuse, and handling complaints). We will only send you marketing emails about other products if you have agreed, or where the law allows us to contact customers about similar products; you can unsubscribe at any time.

Buying on Etsy. If you buy from our Etsy shop, Etsy is an independent data controller for the personal data it collects on its platform, including your account, payment and order details, and its own privacy policy applies to that data. Etsy shares with us the order details we need to fulfil and support your order (such as your name, Etsy username, email address where provided, what you bought and any messages you send us). We are the controller of that information once we receive it, and we use it only to fulfil your order, provide support, keep business records and meet our legal obligations.

6. How we use personal data

We use personal data to:

- respond to enquiries and prepare quotes;
- provide and manage our services, including shoots, content delivery, marketing and CRM services;
- set up and administer CRM, marketing and automation systems;
- deliver support, consulting and account management;
- process and deliver digital product orders, manage Buzzio Hive memberships, and manage subscriptions, invoices and payments;
- show completed work in our portfolio and showreels where our agreement with the client allows it;
- send marketing communications where permitted (see section 4);

- maintain platform security and prevent misuse;
- improve our services and internal operations;
- comply with legal, tax, accounting and regulatory obligations;
- establish, exercise or defend legal claims.

7. Lawful bases for processing

Under UK GDPR (and EU GDPR where it applies), we rely on:

- **contract** — to deliver services you have asked for, or take steps before a contract at your request;
- **legal obligation** — for example, keeping tax and accounting records;
- **legitimate interests** — running and growing our business, responding to enquiries, managing client relationships, showing our work, preventing misuse and protecting our legal rights. We balance these against your rights and interests;
- **consent** — for marketing emails where required, and for non-essential cookies. You can withdraw consent at any time.

8. Who we share personal data with

We share personal data only where needed to run our business and deliver our services, with trusted service providers (processors), including:

- **HighLevel (GoHighLevel)** — the platform behind Buzzio App, our forms and our websites (hosted in the USA);
- **Google Workspace** — email, file storage and documents;
- **Stripe** and **PayPal** — payment processing, including for digital product and membership checkouts;
- other software, hosting and communication providers we use to deliver our services.

Etsy is not our processor: for Etsy orders it acts as an independent controller (see section 5).

We may also share data with professional advisers (such as our accountant or solicitor), and with authorities where the law requires it.

We require providers to protect personal data in line with data protection law. We do not sell personal data, share it with third parties for their own marketing, or allow it to be used to train third-party AI models.

9. International transfers

Some of our providers, including HighLevel, Google, Stripe and PayPal, may store or process data outside the UK, in particular in the USA. Where this happens we make sure an appropriate safeguard is in place:

- the **UK–US Data Bridge**, where the provider is certified under it;
- otherwise, the **UK International Data Transfer Agreement (IDTA)** or the **UK Addendum to the EU Standard Contractual Clauses**, as provided in the provider's data processing terms.

For EU/EEA data, we rely on the EU–US Data Privacy Framework or the EU Standard Contractual Clauses. Contact us for more information about the safeguards in place.

10. Security

We use appropriate technical and organisational measures to protect personal data, including access controls, role-based permissions, two-factor authentication where available, reputable providers and confidentiality obligations.

No system is completely secure. If you use Buzzio App, you are responsible for keeping your login details safe and limiting access to authorised users.

11. How long we keep data

- **Enquiries that don't become clients:** up to 24 months from your last contact with us, then deleted or anonymised.
- **Client records** (contracts, invoices, payments and related correspondence): 6 years after the end of the contract, to meet UK tax and accounting rules.
- **Digital product orders** (direct and Etsy), including your checkout consent record: 6 years from the order, to meet UK tax and accounting rules and to deal with any claims.

- **Buzzio Hive member accounts:** for as long as your membership is active; after it ends, we close your account and keep only billing, cancellation and consent records for 6 years.
- **Marketing preferences:** until you unsubscribe, after which we keep a minimal record so we don't contact you again.
- **Buzzio App account data:** for the life of the account; on termination, deleted on request or in line with our client agreement, except records we must keep by law.
- **Portfolio work:** for as long as our agreement with the client allows.

We may keep some records longer where needed to resolve disputes or enforce our agreements.

12. Cookies

Our websites currently use only **essential cookies** — those needed for the site and forms to work and to keep them secure. These don't require consent.

We do not currently use analytics or advertising cookies or pixels. If we add them in future (for example, Google Analytics or a Meta pixel), we will only set them after you agree through a cookie consent banner, and we will update this policy first.

13. Buzzio App: when we act as a processor

When our clients use Buzzio App, they upload and manage their own contacts' data (for example, their leads, customers and email lists). For that data:

- **the client is the controller** and decides how and why it is used;
- **Buzzio is the processor** and handles it only on the client's documented instructions, under our Terms of Business and the Buzzio Ltd Data Processing Agreement (available on request);
- we keep it confidential, protect it, use sub-processors (such as HighLevel) under written terms, help the client meet their obligations, and delete or return it when the service ends;
- clients are responsible for having a lawful basis and giving their own privacy information to their contacts.

If you are a contact of one of our clients and want to exercise your rights, please contact that business directly. If you contact us, we will pass your request on to them.

For our own business purposes — enquiries, billing, compliance, correspondence and legal matters — Buzzio is the controller.

14. Your rights

Under UK GDPR, and depending on the circumstances, you have the right to:

- access the personal data we hold about you;
- have inaccurate data corrected;
- have data deleted;
- object to processing, including direct marketing at any time;
- restrict processing;
- receive your data in a portable format;
- withdraw consent, where we rely on consent.

To exercise any right, email support@buzzio.io. We may need to verify your identity, and we will respond within one month (extendable by two further months for complex requests, in which case we'll tell you). There is normally no charge.

15. International visitors

We are based in the UK, but our clients and website visitors may be anywhere.

- **EU/EEA:** EU GDPR gives you the same rights as in section 14. You may also complain to the data protection authority in your country. Where required, we will appoint a representative in the EU and publish their details here.
- **USA:** depending on your state (for example California), you may have rights to know what personal data we collect, to access, correct or delete it, and to opt out of its "sale" or "sharing" for targeted advertising. We do not sell personal data or share it for targeted advertising. Contact us to make a request; we will not discriminate against you for exercising your rights.

- **Other regions:** we will respect the privacy rights available to you under your local law. Please contact us and we will help.

16. AI tools

We may use AI-assisted tools to support content creation, editing, automation, reporting and optimisation. Their use is always human-guided and reviewed. We do not use your data, or the likeness or voice of anyone in our content, to train third-party AI models, and we do not create synthetic or deepfake versions of identifiable people without their written consent.

17. Children

Our services are for businesses, and our digital products, Buzzio Hive membership and consultations are for adults. None of them is aimed at children under 18. We do not knowingly collect children's personal data. If you think a child has given us data, contact us and we will delete it.

18. Changes to this policy

We may update this policy from time to time. The latest version applies from the "Last updated" date shown at the top.

19. Contact us and complaints

If you have questions about this policy or how we handle your personal data, please contact:

Buzzio Ltd Unit 4, Arena Business Centre, Holyrood Close, Poole, BH17 7FP, United Kingdom
support@buzzio.io

If you're unhappy with how we've handled your data, please contact us first so we can try to put it right. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

This policy is a general description of our practices and is not legal advice.

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