

BRIGHT & KIND

Website Policies and Cookie Policy

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Business	Bright & Kind is the trading name of Gary Sellers, a sole trader based in Sedgefield, County Durham
Location	Sedgefield, County Durham, United Kingdom
Effective date	23/08/2026
Review date	23/08/2027

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1. Privacy Policy

This policy explains how Bright & Kind collects, uses, stores and protects personal information when people visit brightandkind.co.uk, make an enquiry or book a service.

1.1 Who we are

Bright & Kind is the trading name of Gary Sellers, a sole trader based in Sedgefield, County Durham. For the personal information described in this policy, Bright & Kind is the data controller.

Email: info@brightandkind.co.uk

Telephone: 07903 781351

Correspondence location: Sedgefield, County Durham, United Kingdom

1.2 Information we may collect

- Most personal information is provided directly by customers. In some circumstances, information may be provided by someone making an enquiry or booking on behalf of another person.

1.3 How and why we use information

Purpose	Typical information	Lawful basis
Respond to enquiries and prepare quotations	Name, contact details, address and service requirements	Steps requested before entering a contract; legitimate interests in responding to genuine enquiries.
Arrange and provide booked services	Contact details, service address, appointment and job information	Performance of a contract.
Send booking confirmations or appointment-related texts	Mobile number and booking details	Performance of a contract; legitimate interests in administering appointments.
Maintain business and financial records	Customer, job, payment and invoice records where applicable	Legal obligation and legitimate interests in running and protecting the business.
Understand website use and improve performance	Analytics identifiers, device, browser, approximate location and site interactions	Consent for non-essential analytics cookies.
Handle complaints, disputes and legal claims	Relevant communications, service and transaction records	Legitimate interests and, where applicable, legal obligation.

1.4 Marketing

Bright & Kind does not use customer email addresses to send marketing emails. Text messages are used for booking confirmations and other necessary appointment or service communications, not for unsolicited marketing. If these practices change, this policy and the relevant consent arrangements will be updated before marketing begins.

1.5 Sharing personal information

Information may be shared only where reasonably necessary with trusted service providers supporting website hosting, email, communications, IT, analytics, accounting or professional advice; with payment providers if electronic payments are introduced; or with authorities and advisers where required by law or needed to establish, exercise or defend legal claims. Service providers should receive only the information needed for their role and must handle it securely.

Google Analytics is supplied by Google. Analytics data may be processed using Google's systems. Bright & Kind should ensure its Google Analytics settings, data-sharing options and consent configuration reflect its chosen privacy approach.

1.6 International transfers

Some technology suppliers may process information outside the United Kingdom. Where this occurs, Bright & Kind will use an appropriate UK data-transfer safeguard or rely on another lawful transfer mechanism available under UK data-protection law.

1.7 Retention

General enquiries and customer contact information are normally retained for up to 24 months after the enquiry is closed or the most recent meaningful contact, unless a longer period is needed for a continuing booking, complaint, legal claim or legal record-keeping requirement. Financial and tax records may need to be retained for longer where the law requires it. Information that is no longer required will be securely deleted or anonymised.

1.8 Security

Bright & Kind takes reasonable organisational and technical measures to protect personal information against loss, misuse, unauthorised access, alteration or disclosure. No internet or email system can be guaranteed completely secure, so customers should avoid sending unnecessary sensitive information.

1.9 Your rights

- Ask for access to personal information held about you.
- Ask for inaccurate or incomplete information to be corrected.
- Ask for deletion where there is no continuing lawful reason to retain the information.
- Ask for processing to be restricted in certain circumstances.
- Object to processing based on legitimate interests.
- Ask for certain information to be provided in a portable format where applicable.
- Withdraw consent at any time where consent is the lawful basis. Withdrawal does not affect earlier lawful processing.

- Complain to the Information Commissioner's Office if you remain concerned about how your information has been handled.

To exercise a right, contact info@brightandkind.co.uk. Bright & Kind may need to verify identity before releasing or changing personal information.

1.10 Children

The website and services are not directed at children. Bright & Kind does not knowingly seek to collect personal information directly from children through the website.

1.11 Changes

This policy may be updated to reflect changes in services, suppliers, technology or legal requirements. The current version should always display its effective date.

2. Cookie Policy

This cookie policy explains how brightandkind.co.uk uses cookies and similar technologies. A cookie is a small data file stored on a visitor's device. Some cookies are necessary for a website to function; others support statistics, preferences or advertising.

2.1 Consent

Strictly necessary cookies may operate without consent where they are genuinely required to provide the website or a feature requested by the visitor. Google Analytics and other non-essential technologies should remain blocked until the visitor has actively selected "Accept" or enabled the relevant category. Rejecting analytics cookies must be as straightforward as accepting them, and visitors must be able to change or withdraw their choice later.

2.2 Cookies expected on this website

Cookie / category	Provider	Purpose	Typical duration
Essential or consent cookie	Website / consent tool	Stores the visitor's cookie choice or provides essential security and website functions. Exact name depends on the website platform and consent tool.	Session or as configured.
_ga	Google Analytics	Distinguishes users for website statistics.	Up to 2 years by default.
ga<measurement-id>	Google Analytics	Maintains session state for the relevant GA4 property.	Up to 2 years by default.

The exact cookie list must be checked against a live cookie scan and the browser's developer tools. Plugins, embedded maps, videos, forms, fonts, security tools or hosting services may add cookies or similar storage that are not known from the information currently supplied.

2.3 Google Analytics

Bright & Kind uses Google Analytics to understand matters such as visitor numbers, sessions, popular pages, approximate location, browser and device information, and how people interact with the site. This helps improve website content and performance. Analytics should be configured so that storage is denied before consent and enabled only after a positive choice. Bright & Kind does not use the Meta/Facebook Pixel.

2.4 Managing cookies

Visitors can use the website's cookie controls to accept, reject or revise non-essential cookie choices. They can also delete or block cookies through browser settings. Blocking essential cookies may affect website operation; rejecting analytics cookies should not prevent access to the main website content or booking information.

2.5 Cookie-policy updates

This cookie policy should be reviewed whenever the website platform, plugins, embedded content, analytics configuration or consent tool changes. A fresh cookie scan should be completed regularly and after major website updates.

3. Website Terms of Use

By using brightandkind.co.uk, visitors agree to these website terms. If they do not agree, they should stop using the website.

3.1 Website information

Bright & Kind aims to keep website information accurate and current, but content is general information and may change without notice. Service availability, methods, timings, results and prices can depend on the property, surface, material, condition and inspection. Website content is not a binding quotation.

3.2 Estimates and bookings

An enquiry does not create a confirmed booking. A booking is confirmed only when Bright & Kind accepts it and provides confirmation. Any quotation is based on information available at the time and may be revised if the property, access, dimensions, condition, material or required work differs materially from what was described.

3.3 Acceptable use

- Do not attempt to damage, disrupt, overload or gain unauthorised access to the website or connected systems.
- Do not submit false, unlawful, abusive or misleading information.
- Do not copy, republish or commercially exploit website content without permission, except where the law permits.
- Do not use automated tools to scrape the website in a way that interferes with operation or infringes rights.

3.4 Intellectual property

Unless stated otherwise, website text, branding, graphics, photographs and other original content are owned by or licensed to Bright & Kind. All rights are reserved.

3.5 Third-party links and services

Links to third-party websites are provided for convenience. Bright & Kind does not control those websites and is not responsible for their content, security, availability or privacy practices.

3.6 Liability

Nothing in these terms excludes or limits liability where doing so would be unlawful, including liability for death or personal injury caused by negligence, fraud, or rights that cannot legally be excluded. Subject to that, Bright & Kind is not responsible for indirect or unforeseeable loss arising solely from use of, or inability to use, this informational website.

3.7 Governing law

These website terms are governed by the laws of England and Wales. Consumers retain any mandatory rights and jurisdiction protections that apply to them.

4. Booking and Communications Policy

4.1 Booking confirmations

Bright & Kind may send an SMS text message to confirm a booking, appointment time, access arrangement, change, reminder or other information needed to provide the requested service. These are service communications rather than marketing messages.

4.2 Customer responsibilities

- Provide accurate contact, address and service information.
- Tell Bright & Kind promptly if an appointment cannot be kept or property access has changed.
- Identify known hazards, delicate materials, previous treatments or access restrictions before work begins.
- Ensure an authorised adult is available where needed and that the working area can be accessed safely.

4.3 Cancellations and charges

Any cancellation period, deposit, minimum charge or call-out charge should be stated clearly in the quotation or booking confirmation before the customer is committed. This document does not introduce a cancellation fee where none has separately been agreed.

4.4 Results and limitations

Bright & Kind will use reasonable care and skill. Cleaning results can vary according to age, wear, staining, material, previous treatments and underlying damage. No particular stain-removal or restoration outcome is guaranteed unless expressly agreed in writing after assessment.

5. Complaints and Contact

Bright & Kind aims to resolve concerns promptly and fairly. Customers should contact the business as soon as possible, explain the issue and provide relevant photographs or booking details where helpful.

Email: info@brightandkind.co.uk

Telephone: 07903 781351

Bright & Kind will acknowledge the concern, review the available information and propose an appropriate response. Privacy concerns may also be raised using the same contact details. If a data-protection concern