WH Collective website privacy policy

Last reviewed 2 November 2026

This policy explains how WH Collective Ltd uses personal information when you visit www.whcollective.co.uk, contact us or enquire about our services. It also explains how the website uses analytics, forms, video players and technical services.

We handle personal information under the UK General Data Protection Regulation, the Data Protection Act 2018 and applicable electronic privacy rules, as amended.

Who is responsible for your information

WH Collective Ltd is the controller for the website and our own business enquiries. For privacy questions or to exercise your rights, contact Warren Haughey using the details below.

Email: warrenh@whcollective.co.uk

Postal address: 19 Albion Road, Malvern, WR14 1PU

When we handle information on a client's instructions as part of a website, hosting, photography or video project, our role and responsibilities are also covered by the relevant service agreement. This website notice does not replace a client's own privacy information.

Information we collect

When you contact us, we receive the details you provide, such as your name, organisation or school, role, email address, telephone number, project requirements and correspondence. Please avoid including sensitive information about yourself or other people unless we have agreed a suitable way to receive it.

Website and security systems may process IP addresses, requested addresses, referring pages, browser and device information, timestamps and login attempts. Analytics can also record pages viewed, engagement and successful enquiry events. Identifiable photographs, voices and names may appear in published project examples.

We usually receive information directly from you or your device. Business contacts or clients may also give us details of colleagues involved in a project.

Where we obtain your information indirectly, we provide privacy information as required.

Why we use information

We use enquiry information to reply, discuss requirements, prepare quotations and arrange work. Where you are personally entering into a contract, or ask us to take steps towards one, our basis is contractual necessity.

For contacts acting for a school, company or other organisation, our basis is our legitimate interest in responding to and managing business relationships.

Other purposes and lawful bases

We use client and supplier records to deliver services, administer projects and resolve queries. The basis is contractual necessity where you are the contracting individual, or legitimate interests in running the business where you represent an organisation. We keep records required for tax and accounting under legal obligations.

Our legitimate interests also include keeping the website secure, investigating abuse, diagnosing faults and maintaining reliable services. We consider the effect on people's privacy and limit information to what is needed.

For optional analytics and storage technologies, the proposed basis in this policy is consent. We do not treat visiting the website or submitting an enquiry as consent to unrelated marketing.

Enquiry forms and Elfsight

Our school video enquiry form uses Elfsight. The details entered in the form pass through Elfsight's systems and are made available to us, including through email notifications. Elfsight also processes technical information needed to operate and protect its widgets. Its published policy describes cloud storage of submissions and technical logs.

We use the information to handle your enquiry. Contact details needed to reply are necessary for that purpose; other information should be limited to what is relevant to your project. If you do not provide a way to contact you, we may be unable to respond.

A successful school video form submission can send a school_video_enquiry event to Google Analytics. This measures the completion of an enquiry. Names, email addresses, telephone numbers and message contents must not be included in analytics event data.

Google Analytics and Site Kit

We use Google Analytics through Site Kit to understand how people find and use the website and which pages lead to enquiries. Analytics may process browser and device information, page addresses, referral sources, approximate location and online identifiers. We use the reports to improve the website and assess its performance.

Site Kit connects WordPress to selected Google services. Installing Site Kit does not mean that every Google service is enabled.

Google's privacy information is available at https://policies.google.com/privacy.

WH Collective Ltd is a company registered in England and Wales. Registered number: 14225253. Registered office: 116 Longridge Road, Malvern, Worcs, WR14 3JQ, UK

Cookies and similar technologies

Cookies and similar technologies can remember choices, support login and security, measure website use or enable embedded features. Some third-party requests also disclose technical information, such as your IP address, without setting a cookie.

Technologies that are strictly necessary for a service you request can operate without consent where the relevant exception applies. Optional analytics and other non-essential technologies are subject to the choices described below. Blocking optional features may affect video playback or other embedded content.

Video and other embedded content

We show examples of our work using Vimeo and have SmartVideo by Swarmify installed. When external thumbnails, players or video files load, their providers may receive your IP address, browser information and requests needed to deliver the content. Depending on the player and settings, they may also process playback information or use storage technologies.

Some Vimeo examples load the player after you select the video. A thumbnail can still contact an external provider before playback. Privacy settings such as Vimeo's do-not-track parameter reduce certain collection but do not prevent all network requests or necessarily remove every cookie.

Website operation and security

We use WordPress and plugins to build, secure and maintain the site. Login Lockdown PRO and LoginPress support login protection and administration. Depending on enabled features, they can process login-related information and IP addresses. Administrative cookies support authorised user sessions. Redirection manages changed addresses and can log redirects and missing-page requests, including IP addresses, referring addresses and browser information according to its settings. Its normal logs are stored on our server. Optional external lookup tools can transmit the address or technical value being checked to an external service.

LiteSpeed Cache supports performance. ShortPixel processes image files for optimisation; identifiable people or embedded image metadata can therefore be included in files sent for processing. Modular Connector supports remote management and, where configured, backups containing website files and database information.

Who receives information

Information is available to authorised people who need it for the purposes described here. Recipients can include our hosting and email providers, Elfsight, Google, video delivery providers, image optimisation and website management providers. Where needed, we also use professional advisers or contractors involved in delivering an agreed service. We disclose information when legally required or necessary to establish or defend legal claims.

International processing

Some providers may process information outside the UK. The countries, service arrangements and safeguards depend on the provider and account configuration

How long we keep information

We retain information only for as long as needed for the purpose collected, relevant legal duties and the handling of disputes. Enquiry records are assessed against whether the enquiry is active, whether a project follows and whether a justified follow-up remains necessary. Contract and financial records are assessed against accounting, tax and legal requirements. Security and diagnostic logs should have short, proportionate retention periods. Backup copies expire under their configured schedule.

Keeping information secure

We use access controls, appropriate updates, backups and other measures proportionate to the information handled. Access is limited to people and providers who need it. No internet service can guarantee absolute security.

Your rights and complaints

Depending on the circumstances, you can request access, correction, deletion, restriction or a portable copy of your information. Where we rely on consent, you can withdraw it without affecting earlier lawful use. Rights are subject to legal conditions; for example, some records may need to be retained.

You can object to processing based on legitimate interests. You have an absolute right to object to use of your personal information for direct marketing. Contact us using the details at the start of this policy. We normally respond within one month and usually without charge; we will explain any lawful extension or identity checks.

You can complain to us about our use of your information. You also have the right to complain to the Information Commissioner's Office at https://ico.org.uk/make-a-complaint/.

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