



Last updated: January 2026

# Privacy Policy

## 1. Introduction

This Privacy Policy explains how Joy ("we", "us", or "our") collects, uses, and protects your personal data when you use our website and services. We are committed to ensuring that your privacy is protected in accordance with the UK General Data Protection Regulation (UK GDPR), the EU General Data Protection Regulation (EU GDPR), and the Data Protection Act 2018.

By using our services, you acknowledge that you have read and understood this Privacy Policy.

## 2. Data Controller

Joy is the data controller responsible for your personal data. You can contact our Data Protection Officer at [hello@feeljoy.ai](mailto:hello@feeljoy.ai)

## 3. Personal Data We Collect

We collect and process the following categories of personal data:

### 3.1 Information You Provide

This includes your name, email address, postal address, telephone number, and any other information you provide when creating an account, making enquiries, or subscribing to our services.

### 3.2 Information Collected Automatically

When you visit our website, we may automatically collect technical information such as your IP address, browser type, operating system, referring URLs, and information about how you interact with our website.

## 4. Legal Basis for Processing

We process your personal data on the following legal bases under Article 6 of the GDPR:

**Contractual necessity:** To perform our contract with you and provide our services.



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**Legitimate interests:** For our legitimate business interests, such as improving our services and marketing, where these do not override your rights.

**Consent:** Where you have given explicit consent for specific processing activities, such as receiving marketing communications.

**Legal obligation:** To comply with applicable laws and regulations.

## **5. How We Use Your Data**

We use your personal data for the following purposes:

- To provide and maintain our services and fulfil our contractual obligations to you.
- To communicate with you about your account, respond to enquiries, and provide customer support.
- To send you marketing communications about our products and services, where you have consented to receive such communications.
- To improve and personalise your experience with our services.
- To comply with legal obligations and protect our legitimate interests.

## **6. Marketing Communications**

We may send you marketing communications about our products and services if you have opted in to receive such communications. You have the right to withdraw your consent at any time by clicking the unsubscribe link in any marketing email, updating your preferences in your account settings, or contacting us directly.

## **7. Data Sharing and Third Parties**

We may share your personal data with trusted third parties who assist us in operating our website and conducting our business. These include service providers for hosting, email delivery, and customer relationship management. All third parties are required to maintain the confidentiality and security of your data and are only permitted to process it for specified purposes.

We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so.

## **8. International Data Transfers**



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Where we transfer your personal data outside the UK or European Economic Area (EEA), we ensure appropriate safeguards are in place. These may include the UK International Data Transfer Agreement, EU Standard Contractual Clauses, adequacy decisions, or other approved transfer mechanisms. You may request further information about these safeguards by contacting us.

## 9. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including to satisfy any legal, accounting, or reporting requirements. The retention period may vary depending on the context and our legal obligations. When data is no longer required, it will be securely deleted or anonymised.

## 10. Your Rights

Under the UK GDPR and EU GDPR, you have the following rights regarding your personal data:

**Right of access:** You can request a copy of the personal data we hold about you.

**Right to rectification:** You can request correction of inaccurate or incomplete data.

**Right to erasure:** You can request deletion of your data in certain circumstances.

**Right to restrict processing:** You can request that we limit how we use your data.

**Right to data portability:** You can request a copy of your data in a structured, machine-readable format.

**Right to object:** You can object to processing based on legitimate interests or for direct marketing purposes.

**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 using the details provided in this policy. We will respond to your request within one month.

## 11. Data Security



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We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These measures include encryption, access controls, and regular security assessments. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

## **12. Complaints**

If you have concerns about how we handle your personal data, please contact us first so we can address your concerns. You also have the right to lodge a complaint with the relevant supervisory authority. In the UK, this is the Information Commissioner's Office (ICO) at [ico.org.uk](https://ico.org.uk). For EU residents, you may contact your local data protection authority.

## **13. Changes to This Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes by posting the updated policy on our website and, where appropriate, by email. We encourage you to review this policy periodically.

## **14. Contact Us**

If you have any questions about this Privacy Policy or our data practices, please contact us at: [hello@feeljoy.ai](mailto:hello@feeljoy.ai)