

Privacy Policy for Crafted Edge

1. Introduction

Crafted Edge ("we", "us", or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy outlines our practices regarding the collection, use, and protection of personal information we receive from clients through our website, services, and other interactions.

2. Information we Collect

We collect information to provide and improve our CV and cover letter writing services ("Services"). Types of information we collect include:

- **Personal Identification Information:** Name, email address, telephone number, and other contact details.
- **Professional Information:** Employment history, education, skills, certifications, and any other information relevant to CV and cover letter creation.
- **Correspondence:** Communications with us via email, phone, or directly through our website.

3. How we Collect Your Information

- **Directly from You:** When you engage our services, communicate with us, or provide feedback.
- **Automatically:** Through our website technologies, including cookies and analytics tools, to enhance your experience and understand how you use our services.

4. Use of Your Information

Your information is used to:

- Provide, operate, and maintain our Services.
- Improve, personalise, and expand our Services.
- Understand and analyse how you use our Services.
- Develop new products, services, features, and functionality.
- Communicate with you, directly or through one of our partners, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes.
- Send you emails and other communications that you have opted into.

5. Sharing Your Information

We do not share your personal information with third parties except as described in this Privacy Policy:

- **Service Providers:** To facilitate our Services; to provide the Services on our behalf; to perform Service-related services; or to assist us in analysing how our Service is used.
- **Legal Compliance and Protection:** When required by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect and defend our rights or property, prevent fraud, protect against legal liability, or protect the personal safety of our users or the public.

6. Data Security

We are committed to ensuring the security of your personal information. We employ a variety of security technologies and measures designed to protect your information from unauthorised access, use, or disclosure. However, no method of transmission over the Internet or method of electronic storage is 100% secure; therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

7. Data Retention

We will retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy and to comply with our legal obligations, resolve disputes, and enforce our policies.

8. Your Rights

Depending on your jurisdiction, you may have rights regarding your personal information, including:

- The right to access, update, or delete the information we have on you.
- The right of rectification.
- The right to object.
- The right of restriction.

- The right to data portability.
- The right to withdraw consent.

9. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to track activity on our Service and hold certain information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

10. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top.

11. Contact Information

Should you have any questions regarding our Privacy Policy, please contact us at hello@craftededge.co.uk. We are committed to providing you with high-quality services and addressing any concerns you may have.