

# Privacy Policy

*Last updated: 2025-02-08*

## 1. Introduction

We at Tale House Books respect your privacy and process your personal data in accordance with applicable laws, including the EU General Data Protection Regulation (GDPR).

This policy explains what personal data we collect, why we collect it, and how we protect your information.

## 2. What personal data we collect and why

We collect and process personal data when you use our website, contact us, or use our services.

Type of Data	Collected Through	Purpose and Legal Basis
IP address, location, device type, browser details	Cookies, analytics tools	<b>Legitimate interest</b> – To analyze traffic, improve the website, and ensure functionality.
Name, email address, phone number	Contact form, customer support	<b>Consent</b> – When you contact us or request information.
User behavior on the website	Cookies, tracking technologies	<b>Consent</b> – To personalize content and marketing.

## 3. Cookies and tracking technologies

We use cookies to enhance your experience. You can manage and choose which cookies to allow via our cookie banner or in your browser settings.

## 4. How long we retain your data

We retain personal data only as long as necessary to fulfill its purpose:

- Analytics data (e.g., IP address, visit statistics) is stored for up to 12 months.

- Contact information (e.g., email from customer inquiries) is stored for up to 24 months, unless you request earlier deletion.
- Customer data is retained in accordance with legal requirements.

## 5. Your GDPR rights

You have the following rights regarding your personal data:

- Right of access – Request a copy of the data we hold about you.
- Right to rectification – Request corrections to inaccurate information.
- Right to erasure (“right to be forgotten”) – Request that we delete your personal data.
- Right to data portability – Request to receive your data in a structured format.
- Right to withdraw consent – Withdraw your consent at any time.

## Contact Us

If you have any questions about this policy or about our handling of information about you, please contact us at [contact@talehousebooks.com](mailto:contact@talehousebooks.com).

Thank you for visiting our website.