Hey Carrie – Privacy Policy

Last updated: 6 October 2026

> Carrie is currently in development. At the moment, the only personal information we collect is what you send us when you get in touch. The rest of this policy explains how we will handle information once Carrie launches, so you know what to expect.

Who we are

Carrie is a marketing assistant for independent UK hospitality businesses, provided by **Hey Carrie Ltd**, a company registered in England and Wales (company number 17502022) with its registered office at 39 Nightingale Road, West Molesey, KT8 2PQ.

In this policy, "we", "us" and "our" mean Hey Carrie Ltd. We are the data controller for the personal information described here, except where we say otherwise in "Your customers' data" below.

If you have any questions about this policy or how we use your information, email us at **hi@heycarrie.co.uk**.

What information we collect

We collect only what we need to run Carrie and look after our customers.

If you visit our website or contact us: your name, email address, phone number, venue name and anything you choose to tell us in a message or sign-up form. We also collect basic technical information such as your browser type and pages visited (see "Cookies").

If you use Carrie:

- **Account details:** your name, venue name and type, business address, email address and WhatsApp number.
- **Your messages to Carrie:** WhatsApp messages, voice notes (which we convert to text) and any instructions or feedback you give.
- **Your content:** photos, menus, offers, event details and other material you share so Carrie can create marketing for you.
- **Connected accounts:** when you connect Instagram, Facebook or other services, we receive access permissions and basic account information from those platforms, plus performance data on the posts Carrie publishes.
- **Business information:** details about your venue such as opening hours, events and booking information, whether you tell us directly or we gather it from your public website and social profiles.
- **Billing details:** your subscription and payment history. Card payments are handled by our payment provider, Stripe; we never see or store your full card number.
- **Usage information:** how and when you use Carrie, which suggestions you approve or edit, and records of actions Carrie takes on your behalf.

How we use your information

UK data protection law requires a lawful basis for each use of personal information. Ours are:

What we do	Lawful basis
Provide Carrie: create, schedule and publish your marketing, send briefings and suggestions	Contract
Manage your account, subscription and payments	Contract
Learn your preferences and what works for your venue, so Carrie's suggestions improve over time	Contract and legitimate interests
Answer enquiries and provide support	Legitimate interests
Keep Carrie secure, prevent misuse and keep records of actions taken on your behalf	Legitimate interests
Improve and develop our service using usage patterns	Legitimate interests
Send you news and offers about Carrie	Consent or legitimate interests (you can opt out at any time)
Keep financial records and meet other legal duties	Legal obligation

We do not sell your personal information. We do not use your content to train AI models, and we choose providers that do not use it to train theirs.

Carrie uses automated tools to draft content and suggest when to post. Nothing is published without your approval unless you have chosen to let Carrie publish certain types of content automatically, and you can change that setting at any time.

Your customers' data

When Carrie handles information about a venue's own customers, such as people who message the venue on social media or appear in booking data the venue connects, the venue is the data controller and we act as its processor. We use that information only to provide Carrie to the venue, under the venue's instructions and our terms of service.

If you are a customer of a venue that uses Carrie and want to exercise your data rights, please contact the venue directly. We will help them respond.

Who we share it with

We share personal information only with trusted service providers who help us run Carrie, and only as much as they need. They act on our instructions and must keep your information secure.

Type of provider	What they do for us
WhatsApp messaging provider and Meta	Deliver messages between you and Carrie; publish to Instagram and Facebook
AI providers	Transcribe voice notes, understand requests, draft captions and assess photos
Image enhancement provider	Improve the quality of photos you send
Cloud hosting, storage and database providers	Store your account, content and records

Type of provider	What they do for us
Automation software	Run the workflows that connect Carrie's services
Weather and local events data providers	Supply public information Carrie uses to time suggestions (no personal data is sent)
Stripe	Process subscription payments
Website and email providers	Run our website and business email

We may also share information with professional advisers, such as accountants and lawyers; with authorities where the law requires it; or with a buyer if our business is sold, in which case this policy will continue to apply.

You can ask us for a current list of named providers at any time.

International transfers

Some of our providers, including our AI, messaging and hosting providers, process information outside the UK, mainly in the United States and the European Economic Area. Where that happens, we make sure appropriate safeguards are in place, such as the UK International Data Transfer Agreement or Addendum, the UK-US data bridge, or a UK adequacy decision. You can contact us for more details.

How long we keep it

- **Account and content:** for as long as you use Carrie, then deleted or anonymised within 90 days of your account closing, unless you ask us to delete it sooner.
- **Voice notes:** the audio is deleted once it has been transcribed; we keep the text as part of your message history.
- **Billing and financial records:** six years, as UK tax law requires.
- **Enquiries from people who don't become customers:** up to 12 months.

We may keep anonymised information that no longer identifies you.

Security

We use appropriate technical and organisational measures to protect your information, including encryption in transit, access controls and choosing providers with strong security standards. Access to connected social media accounts uses permissions you grant through the platform's own login, and you can revoke them at any time. No system is completely secure, but if a data breach affects you, we will tell you and the ICO where the law requires.

Your rights

Under UK data protection law you have the right to:

- ask for a copy of the personal information we hold about you
- ask us to correct information that is wrong or incomplete
- ask us to delete your information

- ask us to restrict or stop using your information, including for marketing
- object to uses based on our legitimate interests
- ask for your information in a portable format
- withdraw consent at any time, where we rely on it

To use any of these rights, email **hi@heycarrie.co.uk**. We will respond within one month and there is normally no charge.

If you are unhappy with how we have handled your information, please tell us first so we can put it right. You also have the right to complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.

Cookies

Our website uses only the cookies it needs to work properly. If we add analytics or other non-essential cookies in future, we will ask for your consent first and update this policy.

Children

Carrie is a service for businesses and is not intended for anyone under 18. We do not knowingly collect information from children.

Changes to this policy

We may update this policy as Carrie develops. We will post the new version here with the date it was updated, and tell customers directly about any significant changes.

Last updated: 6 October 2026