

Privacy Policy

No Ordinary House Ltd

Last updated: 6 August 2026

ICO Registration Number: ZC119911

1. Who We Are

This Privacy Policy explains how No Ordinary House Ltd (“we”, “us”, “our”) collects, uses, and protects your personal data when you visit our website at www.noordinaryhouse.com, download our guides, sign up to our newsletter, or engage with us as a client.

No Ordinary House Ltd is a company registered in England and Wales under company number 16756754, with its registered office at 38–40 Bell Street, Reigate, Surrey RH2 7BA.

We are the data controller for the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We are registered with the Information Commissioner’s Office under registration number ZC119911.

If you have any questions about how we handle your data, please contact us at hello@noordinaryhouse.com.

2. What Data We Collect

We may collect the following types of personal data:

When you download a guide or sign up to our newsletter:

- Your name and email address
- Your preferences and interests, where provided

When you enquire about or engage our services:

- Your name, email address and telephone number
- Your property address and project details
- Any other information you choose to share with us

When you visit our website:

- Technical data such as your IP address, browser type, pages visited and time spent on the site, collected via cookies and analytics tools (see Section 6)

3. How We Use Your Data

We use your personal data for the following purposes:

- To send you the guide or resource you have requested

- To send you our newsletter and other updates about No Ordinary House, where you have opted in to receive these
- To respond to your enquiries and provide our interior design services
- To manage our client relationships and deliver projects
- To improve our website and understand how visitors use it
- To comply with our legal and regulatory obligations

4. Our Lawful Basis for Processing

We rely on the following lawful bases under UK GDPR:

- **Consent** — where you have actively opted in to receive our newsletter or marketing communications. You may withdraw your consent at any time by clicking the unsubscribe link in any email or contacting us directly.
- **Contract performance** — where processing is necessary to deliver services you have engaged us for.
- **Legitimate interests** — where we have a legitimate business interest in processing your data, such as understanding how our website is used and improving our content, provided this does not override your rights.

5. Email Marketing and Newsletter

If you download one of our guides or sign up via our website, you will be added to our mailing list on MailerLite. We will only send you marketing emails where you have given your clear consent to receive them.

You can unsubscribe at any time by clicking the unsubscribe link at the bottom of any email, or by emailing us at hello@noordinaryhouse.com. We will process your request promptly.

MailerLite is our email marketing platform and acts as a data processor on our behalf. We have a data processing agreement in place with MailerLite governing how your data is handled. You can view their privacy policy at www.mailerlite.com/legal/privacy-policy.

For clients, we also use Programa as our project management platform to operate and manage projects. Programa acts as a data processor on our behalf under a data processing agreement. You can view Programa's privacy policy at www.programahq.com.

6. Cookies and Website Analytics

Our website uses cookies and similar technologies. Cookies are small files placed on your device when you visit a website, which allow the site to function properly and help us understand how it is being used.

We use the following categories:

- **Strictly necessary cookies** — required for the website to work. These cannot be switched off.
- **Analytics cookies** — including Wix Analytics, used to understand how visitors move around the site so that we can improve it. These are used to produce aggregate statistics about how the site is used, not to identify you personally.

- **Marketing cookies** — where used, these support our advertising and are only set where you have given your consent.

You can manage your preferences at any time using the cookie settings on our website, or through your browser settings. Withdrawing your consent will not affect the lawfulness of any processing carried out before you withdrew it. Please note that disabling certain cookies may affect how the website functions.

Our website is hosted by Wix, which may collect certain technical data as part of hosting our site. For more information, see Wix's privacy policy at www.wix.com/about/privacy.

7. Use of Artificial Intelligence Tools

We occasionally use AI-assisted tools to support our studio operations, including tasks such as drafting documents, research, and general administration. These tools are used to help us work efficiently and deliver a better service.

We take care not to input personally identifiable client data into AI systems. Where AI tools are used, they are provided by reputable technology companies with their own data protection and security commitments.

No client data is used to train AI models, and we do not use AI in ways that would result in automated decisions being made about you.

8. Who We Share Your Data With

We do not sell your personal data to third parties. We may share your data with:

- MailerLite, our email marketing platform, for the purpose of sending newsletters and communications
- Programa, our project management platform, which we use to operate and manage your project
- Trusted suppliers, contractors and trade partners, where sharing is necessary to deliver your project. We share only the minimum information required
- Professional advisers such as accountants or legal advisers, where required
- Regulatory authorities or law enforcement, where we are legally required to do so

All third parties are required to handle your data in accordance with UK GDPR.

9. Where Your Data Is Stored

Some of the providers we use store or process personal data outside the United Kingdom.

Our website is hosted by Wix.com Ltd. Personal data submitted through the site is stored on Wix's servers, which are located in a number of countries both inside and outside the UK. Details of Wix's data centres and sub-processors are published at www.wix.com.

MailerLite and Programa may also store or process data outside the UK.

Where personal data is transferred outside the UK, we rely on the safeguards set out in each provider's data processing terms, such as UK International Data Transfer Agreements or Standard Contractual Clauses, which are designed to give your data a level of protection equivalent to that

required under UK law.

If you would like further information about these safeguards, please contact us at hello@noordinaryhouse.com.

10. How Long We Keep Your Data

- **Newsletter and guide subscribers** — for as long as you remain subscribed. If you unsubscribe, we will remove you from our active mailing list promptly.
- **Client data** — for the duration of the project and for six years thereafter, in line with standard legal limitation periods.
- **Enquiry data where no project proceeds** — for up to 12 months.
- **Website analytics data** — in accordance with Wix's standard data retention periods.

11. Your Rights

Under UK GDPR, you have the following rights in relation to your personal data:

- The right to access the data we hold about you
- The right to have inaccurate data corrected
- The right to request erasure of your data ('right to be forgotten')
- The right to restrict or object to our processing
- The right to data portability
- The right to withdraw consent at any time, where our processing is based on consent

To exercise any of these rights, please contact us at hello@noordinaryhouse.com. We will respond within one month.

If you are not satisfied with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk or by calling 0303 123 1113.

12. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or disclosure. Access to personal data is restricted to staff and authorised contractors on a need-to-know basis.

13. Links to Other Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to read their privacy policies before providing any personal data.

14. Changes to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available on our website. We will notify you of any significant changes where we are required to do so.

15. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

No Ordinary House Ltd

Email: hello@noordinaryhouse.com

Website: www.noordinaryhouse.com

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