

THE DOLL SOCIETY

Privacy Policy

Effective Date: 28 February 2026 · thedollsociety

This Privacy Policy explains how The Doll Society collects, uses, stores and protects your personal data. It applies to all visitors and members of thedollsociety.club. By using our website or submitting your details, you agree to the terms of this policy.

This policy is written in plain English. If you have any questions, please contact us at thedollsociety@outlook.com

1. Who We Are

The Doll Society is a women's members club operating under the trading name 'The Doll Society'. We are the data controller responsible for your personal data collected through this website and our services.

Trading Name	The Doll Society
Website	The dollsociety.club
Email	thedollsociety@outlook.com
Location	London, United Kingdom
Data Controller	The Doll Society
Effective Date	28 February 2026

We are committed to protecting your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. If you have any questions about how we handle your data, please contact us at thedollsociety@outlook.com

2. What Personal Data We Collect

We collect personal data in the following ways:

2.1 Data You Provide Directly

When you complete our waitlist form, membership application, or contact form, we may collect:

- First name and preferred name
- Date of birth (to verify you are aged 25 or over)
- Email address
- Instagram handle (optional)
- Your responses to our membership questions — how you identify (e.g. career woman, entrepreneur, mum) and what you are looking for from membership
- Any messages or enquiries you send to us directly

2.2 Data Collected Automatically

When you visit our website, we may automatically collect certain technical information including:

- Your IP address
- Browser type and version
- Device type and operating system
- Pages visited and time spent on each page

- Referring website or source

This data is collected through cookies and analytics tools. Please see Section 8 (Cookies) for full details.

2.3 Data We Do Not Collect

We do not collect payment card information directly. All payments, when processed, will be handled by a secure third-party payment provider. We do not store financial data on our systems.

3. Why We Collect Your Data — Our Purposes

We collect and use your personal data for the following specific purposes:

Purpose & Legal Basis
Purpose: To add you to our waitlist and send you information about founding membership
Legal Basis: Consent — you provided your details voluntarily
Purpose: To send you marketing emails about events, launches, and membership news
Legal Basis: Consent — you opted in via our form
Purpose: To verify that you meet our minimum age requirement of 25 years
Legal Basis: Legitimate interests — to maintain appropriate membership standards
Purpose: To analyse form responses for market research (how members identify, what they want)
Legal Basis: Legitimate interests — to improve our services and offering
Purpose: To respond to your enquiries and provide customer support
Legal Basis: Contract / Legitimate interests
Purpose: To comply with our legal obligations under UK law
Legal Basis: Legal obligation

We will only use your personal data for the purposes it was collected for. If we need to use your data for a new purpose, we will inform you and obtain consent where required.

4. Who We Share Your Data With

We do not sell, rent, or trade your personal data to any third party. We will never allow advertisers or third-party companies to purchase access to your data.

We may share your data with the following trusted third-party service providers who help us operate our business:

Wix.com	Our website hosting platform. Wix processes data on our behalf as a data processor. See Wix Privacy Policy at wix.com/about/privacy
Email Platform	We use an email marketing platform (e.g. Wix Email Marketing / Mailchimp / Flodesk) to send you communications. They process your email address on our behalf.
Payment Provider	When membership payments are introduced, we will use a secure third-party payment provider (e.g. Stripe or GoCardless). They will process payment data directly and we will not store card details.
Analytics	We may use Wix Analytics or Google Analytics to understand how people use our website. Data collected is anonymised where possible.

All third-party providers we use are required to handle your data securely and in accordance with UK GDPR. We only share the minimum data necessary for each service to function.

We may also disclose your personal data if required to do so by law, court order, or in response to a lawful request from a public authority.

5. How Long We Keep Your Data

We will only retain your personal data for as long as necessary for the purposes it was collected. Our standard retention periods are:

Waitlist data	Until you unsubscribe or request deletion, or for a maximum of 2 years from the date of collection if no membership is taken up
Member data	For the duration of your membership and for up to 2 years following cancellation
Email marketing	Until you unsubscribe or withdraw consent
Enquiry/contact data	Up to 1 year from the date of your last contact with us
Financial records	Up to 7 years in accordance with UK tax and accounting obligations
Analytics data	Anonymised — retained in aggregated form indefinitely

At the end of the relevant retention period we will securely delete or anonymise your personal data.

6. Your Rights Under UK GDPR

Under UK data protection law you have the following rights regarding your personal data. You may exercise any of these rights at any time by contacting us at thedollsociety@outlook.com

Your Rights
Right of Access — You can request a copy of the personal data we hold about you (a Subject Access Request). We will respond within 30 days.
Right to Rectification — You can ask us to correct any inaccurate or incomplete personal data we hold about you.
Right to Erasure ('Right to Be Forgotten') — You can ask us to delete your personal data where there is no legitimate reason for us to continue holding it.
Right to Restrict Processing — You can ask us to pause or restrict how we use your data in certain circumstances.
Right to Data Portability — You can request a copy of your data in a structured, machine-readable format to transfer to another service.
Right to Object — You can object to us processing your data where we rely on legitimate interests as our legal basis.
Right to Withdraw Consent — Where we rely on your consent to process data (e.g. for marketing emails), you can withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing before withdrawal.
Right to Complain — You have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

We will not charge a fee for exercising your rights and will respond to all requests within 30 days. In complex cases we may extend this to 60 days and will inform you accordingly.

7. Children and Minors

The Doll Society is intended exclusively for women aged 25 and over. We do not knowingly collect personal data from anyone under the age of 18.

Our waitlist form includes a date of birth field to verify that users meet our minimum age requirement. If we become aware that we have inadvertently collected personal data from a person under the age of 18, we will delete that data immediately.

If you believe we may have collected data from a minor, please contact us immediately at thedollsociety@outlook.com

8. Cookies

Our website uses cookies small text files stored on your device when you visit. Cookies help us understand how you use our site and improve your experience.

Essential Cookies	Required for the website to function properly. These cannot be disabled. They include session cookies and security cookies set by Wix.
Analytics Cookies	Help us understand visitor behaviour — which pages are visited, how long visitors stay, and where they come from. Data is anonymised. Set by Wix Analytics or Google Analytics.
Marketing Cookies	Used to measure the effectiveness of our marketing. Only set with your explicit consent via our cookie banner.
Preference Cookies	Remember your settings and preferences on the site. Set by Wix.

When you first visit our website you will be shown a cookie consent banner. You can choose to accept all cookies, reject non-essential cookies, or manage your preferences. You can also manage and delete cookies through your browser settings at any time.

For more information about cookies and how to control them, visit www.allaboutcookies.org

9. How We Protect Your Data

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures to protect it against unauthorised access, loss, destruction, or alteration. These include:

- Our website is hosted on Wix.com which uses industry-standard SSL encryption (HTTPS) for all data in transit
- Access to personal data is restricted to authorised personnel only
- We do not store payment card details on our systems all payment processing is handled by PCI-compliant third-party providers
- We regularly review our data handling practices to ensure ongoing compliance

While we take all reasonable steps to protect your data, no system is completely secure. If you have reason to believe that your interaction with us is no longer secure, please contact us immediately at thedollsociety@outlook.com

10. International Data Transfers

Our website is hosted by Wix.com, which may process data in countries outside the United Kingdom including the United States. Where data is transferred outside the UK, Wix relies on appropriate safeguards including Standard Contractual Clauses approved by the UK ICO.

We will only transfer your data internationally where adequate protections are in place in accordance with UK GDPR requirements. For details of Wix's data transfer arrangements, please see their Privacy Policy at wix.com/about/privacy

11. Marketing Communications

We will only send you marketing emails if you have explicitly opted in by ticking the consent checkbox on our waitlist form or membership application.

Every marketing email we send will include an unsubscribe link. You can also withdraw your marketing consent at any time by:

- Clicking the 'unsubscribe' link in any of our emails
- Emailing us directly at thedollsociety@outlook.com with the subject line 'Unsubscribe'

We will action all unsubscribe requests within 5 working days. Please note that withdrawing marketing consent does not affect our ability to send you essential service communications relating to your membership.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes we will notify you by email (where we hold your email address) and update the effective date at the top of this policy.

We encourage you to review this policy periodically. Your continued use of our website following any changes constitutes acceptance of the updated policy.

13. Contact Us & How to Complain

If you have any questions, concerns, or requests relating to this Privacy Policy or the way we handle your personal data, please contact us:

Email	thedollsociety@outlook.com
Website	The dollsociety.club
Address	London, United Kingdom

We will respond to all privacy-related queries within 30 days.

If you are not satisfied with our response, or believe we are processing your data unlawfully, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Telephone: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF