

Privacy Policy

Effective Date: 29th April 2025

Dellsche Business Consultancy Limited ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with us, including through our website www.dellsche.com, via email, or by any other means.

1. Information We Collect

We may collect and process the following types of personal information:

- **Identity and Contact Data:** Your name, company name, address, email address, and phone number when you fill out forms, sign up for newsletters, or otherwise contact us.
- **Business Information:** Information you provide relating to the services you engage us for.
- **Technical and Usage Data:** When you visit our website (hosted on Wix), we may automatically collect certain information about your device and browsing actions, including:
 - IP address
 - Browser type and version
 - Time zone setting and location
 - Operating system and platform
 - Device type (mobile, desktop, tablet)
 - Referral source (e.g., Google search, direct link)
 - Pages visited, time spent on pages, and clickstream data
 - Session ID and session recordings (anonymised)
- **Marketing and Communications Data:** Your preferences in receiving marketing from us, your communication preferences, and any feedback or review requests we may send to you following your interaction with our services.
- **Cookies and Similar Technologies:** Our website uses cookies and other tracking technologies (such as pixels and scripts) provided by Wix and third-party providers to enable website functionality, improve performance, and enhance your user experience. For more information, see our Cookies Policy.

2. How We Use Your Information

We use your information to:

- Provide and manage our services.
- Communicate with you about your enquiries, projects, or updates.
- Request feedback and invite you to leave reviews about your experience with us.
- Improve our services, website, and customer interactions.
- Send marketing communications (only if you have opted in).
- Comply with legal obligations.

3. Sharing Your Information

We do **not** sell your personal information. We may share your information with:

- Service providers who support our business (e.g., IT support, web hosting).
- Legal or regulatory authorities if required by law.

All third parties are required to respect the security of your personal data and treat it in accordance with the law.

4. Data Security

We take appropriate security measures to protect your personal information from unauthorised access, alteration, disclosure, or destruction.

5. How Long We Keep Your Data

We retain personal information only for as long as necessary to fulfil the purposes we collected it for, including legal, accounting, or reporting requirements.

6. Your Data Protection Rights

You have rights under data protection laws, including:

- The right to access the personal data we hold about you.
- The right to request correction or deletion of your data.
- The right to object to processing.
- The right to withdraw consent at any time (for marketing).
- The right to lodge a complaint with the Information Commissioner's Office (ICO).

To exercise any of these rights, please contact us at **adelle.sanderson@dellsche.com**.

7. Cookies

Our website may use cookies to enhance your browsing experience. Cookies are small data files placed on your device to collect standard internet log information and visitor behaviour information. You can set your browser to refuse all or some cookies, or to alert you when websites set or access cookies. For more detailed information, please see our separate Cookies Policy.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page and, where appropriate, notified to you.

9. 9. Contact Us

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

Dellsche Business Consultancy Limited

Barton-upon-Humber, DN18 5GQ

Email: adelle.sanderson@dellsche.com

Website: www.dellsche.com

Registered with the Information Commissioner's Office (ICO) under registration number **ZB892282**.