



Privacy Policy

Effective Date: 1st September 2023

Last Updated: 1st September 2024

At Expert Media & Technology Ltd ("we," "us," or "our"), we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data when you use our website, services, or interact with us in any way.

By engaging with us or using our services, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of information about you:

1.1. Personal Data You Provide

Contact Information: Name, email address, phone number, and postal address.

Payment Information: Billing details, payment method, and transaction data.

Communication Information: Any other information you provide to us through emails, contact forms, phone calls, or other communications.

1.2. Data We Collect Automatically

Technical Information: IP address, browser type, operating system, and browsing history through the use of cookies and similar technologies.

Usage Data: Pages you view on our website, links clicked, and other interactions.

1.3. Data from Third Parties

We may receive information about you from third parties, such as:

Social media platforms (if you interact with our profiles or ads).

Publicly available sources.

Advertising networks and analytics providers.

2. How We Use Your Data

We use your personal data for the following purposes:

2.1. Providing Our Services

To deliver the services you have requested, manage your account, process payments, and communicate with you regarding projects.

2.2. Marketing and Communications

To send you updates, newsletters, or promotional offers, provided you have consented to such communications. You may opt-out of marketing communications at any time by following the unsubscribe link in the email.

2.3. Improving Our Services

To analyse website usage, troubleshoot technical issues, and improve our services based on your interactions and feedback.

2.4. Compliance with Legal Obligations

To comply with any legal obligations, including preventing fraud, responding to legal requests, and adhering to data protection regulations.

3. Lawful Basis for Processing

Under the UK GDPR, we must have a lawful basis for processing your personal data. The legal grounds we rely on include:

Consent: Where you have given us explicit consent (e.g., signing up for marketing communications).

Contractual Necessity: To perform a contract with you or provide the services requested.

Legitimate Interests: For activities such as improving our services, analysing user behaviour, or fraud prevention, unless your data protection rights override our interests.

Legal Obligation: Where we need to comply with applicable laws.

4. Sharing Your Data

We do not sell your personal data. However, we may share your data with the following parties in certain circumstances:

4.1. Service Providers

We may share data with trusted third-party service providers who help us deliver our services, such as payment processors, hosting providers, and marketing tools. These providers are bound by confidentiality agreements and only process your data according to our instructions.

4.2. Legal Requirements

We may disclose personal data to law enforcement, regulatory bodies, or other authorities if required by law or to protect our legal rights.

4.3. Business Transfers

In the event of a merger, acquisition, or sale of all or part of our business, personal data may be transferred to the new owners.

5. International Data Transfers

We may transfer your personal data outside the UK or the European Economic Area (EEA). If we do so, we will ensure that appropriate safeguards are in place, such as standard contractual clauses or reliance on adequacy decisions, to protect your personal data.

6. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which we collected it, including satisfying any legal, accounting, or reporting obligations.

Client Data: Retained for the duration of the contract and for a period of 10 years after its termination.

Marketing Data: Retained until you opt-out or withdraw your consent.

Once the retention period expires, your data will be securely deleted or anonymised.

7. Your Data Protection Rights

Under the UK GDPR, you have several rights concerning your personal data, including:

7.1. Right to Access

You have the right to request a copy of the personal data we hold about you and how it is processed.

7.2. Right to Rectification

You have the right to request corrections to any inaccurate or incomplete data we hold about you.

7.3. Right to Erasure

You can request that we delete your personal data when it is no longer necessary for the purposes for which it was collected, or if you withdraw your consent.

7.4. Right to Restrict Processing

You have the right to request the restriction of processing your data under certain conditions, such as if you contest the accuracy of your data.

7.5. Right to Data Portability

You have the right to receive the personal data you have provided to us in a structured, commonly used, and machine-readable format.

7.6. Right to Object

You may object to the processing of your data based on legitimate interests, including direct marketing. We will cease processing your data unless we can demonstrate compelling legitimate grounds.

7.7. Right to Withdraw Consent

You have the right to withdraw your consent at any time where we rely on consent as the legal basis for processing your data.

8. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our website, including tracking user activity and enabling certain website features.

You can control cookie preferences via your browser settings or opt-out of certain types of cookies by adjusting your settings through our cookie policy.

9. Data Security

We take the security of your personal data seriously. We implement appropriate technical and organisational measures to protect your data against unauthorised access, loss, or misuse. However, no system is completely secure, and we cannot guarantee the security of your data transmitted to or from our website.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services or legal obligations. We will notify you of any significant updates via email or by posting the revised policy on our website.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or wish to exercise any of your data protection rights, please contact us at:

Expert Media & Technology Ltd

Belgravia House, Ingleby St, Bradford, BD8 9AD

<mailto:info@expertmediatech.co.uk>

01274 050567

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues, if you believe we have not complied with applicable data protection laws.

This Privacy Policy ensures that your company is transparent about how it handles personal data and complies with the UK's data protection regulations. It's advisable to have a legal professional review this document to ensure it fits the specific needs of your business.