



## **Privacy and Cookie Policy**

### **Introduction**

We are Dataxia Consulting UK Limited, registered in Scotland under company number SC863201, with our registered office at 9 Springfield Terrace, Alness, IV17 0SP (“we”, “our”, “us”).

This policy explains the types of personal information we collect, how we use it, and the conditions under which we may share it. We are committed to safeguarding your privacy and handling your data responsibly.

We comply with all applicable UK data protection laws, including the Data Protection Act, the UK GDPR, and any future updates or successor legislation. For the purposes of these laws, we act as the data controller for the information you provide.

We may update this policy periodically. By continuing to use our website, you indicate that you accept any changes.

You can contact our Data Protection Officer at **DPO@dataxia.co.uk** or by writing to our registered office.

### **Websites covered by this policy**

- [www.dataxia.co.uk](http://www.dataxia.co.uk)
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### **How We Collect Information**

We may gather personal data about you in several ways, including when:

- You complete a form on our website to download content or subscribe to our emails
- You take part in surveys or research activities
- You browse our website, which automatically generates technical data such as:
  - IP address
  - Browser type and version
  - Time zone settings

- Operating system and device information
  - Pages visited, navigation paths, and interaction data
  - You contact us by phone, email, or in person
  - You share your business contact details at meetings or networking events
  - We obtain opt-in marketing lists from reputable third-party providers
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## **What Information We Collect**

Depending on your interaction with us, we may collect:

- Your name, job title, organisation, address, phone number, and email
- Information about how you use our website
- Details you provide when completing forms or downloading resources

We do not intentionally collect sensitive personal data unless you choose to provide it.

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## **How We Use Your Information**

We use your information to:

- Respond to enquiries submitted through our Contact Us form
- Send materials or information you have requested
- Share updates, insights, or news when you have opted in
- Ensure the appropriate team member contacts you when needed
- Provide information about services related to your previous interests
- Gather feedback on our services
- Improve our website through analytics and performance monitoring
- Conduct internal marketing analysis

We retain your information for **12 months** from your last interaction with us. After that, we review whether we have a legitimate reason to keep it for another 12 months. If not, we delete it.

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## **Who Has Access to Your Information**

Your data is stored in the UK and handled in accordance with UK GDPR.  
We take reasonable steps to prevent unauthorised access or disclosure.

We may share anonymised usage information with analytics, advertising, or social media partners, who may combine it with other data they hold.

We keep your personal information only as long as necessary for the purposes outlined in this policy. In some cases, we may ask for additional identification before releasing account-related information.

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## **Cookies**

Our website uses cookies—small text files stored on your device—to improve your browsing experience and help us understand how visitors use the site.

Cookies may be:

- **Session cookies**, which expire when you close your browser
- **Persistent cookies**, which remain until they expire or are deleted

By using our site, you agree to our use of cookies unless you disable them in your browser settings.

## **Analytics Cookies**

We use Google Analytics to understand visitor behaviour and improve our website. Google Analytics uses persistent cookies but does not store personal information. You can opt out of Google Analytics tracking at:

<https://tools.google.com/dlpage/gaoptout>

Blocking cookies may affect your ability to use certain features of our website.

You may withdraw your cookie consent at any time by emailing **DPO@dataxia.co.uk**

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## **Links to Other Websites**

Our website may contain links to third-party sites. We do not control these websites and are not responsible for their privacy practices. You should review the privacy policies of any external sites you visit.

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## **How to Opt Out**

If you no longer wish to receive marketing communications, you can:

- Click the **unsubscribe** link in any email from us
- Email **DPO@dataxia.co.uk**

We will process your request within seven days.

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## **Your Rights Under GDPR**

You have several rights regarding your personal data:

### **1. Access**

You may request confirmation of whether we process your data and obtain a copy of the information we hold.

Requests are free unless they are excessive or repetitive.

### **2. Correction**

If your information is inaccurate or incomplete, you can ask us to update it.

### **3. Erasure (“Right to be Forgotten”)**

You may request deletion of your data when:

- It is no longer needed
- You withdraw consent
- You object to processing and no overriding legitimate interest exists
- Processing was unlawful
- We must delete it to comply with legal obligations

We will inform you if any exceptions apply.

### **4. Restriction or Objection**

You may ask us to stop processing your data in certain circumstances, including when:

- You contest its accuracy
- You object to processing based on legitimate interests
- Processing is unlawful
- You need the data for legal claims

You may also object to processing for direct marketing.

### **5. Data Portability**

You may request your data in a structured, machine-readable format when processing is based on consent or contract and carried out by automated means.

### **Complaints**

If you have concerns, please contact us first.

You may also contact the UK Information Commissioner's Office (ICO):

<https://ico.org.uk/concerns/>

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### **Disclosure of Information**

We do not share your personal information with third parties except when necessary to fulfil a request or deliver services related to our work with you.

We may also contact you with updates relevant to our business.

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### **Your Responsibilities**

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