

# Privacy Policy

**Last Updated:** December 11, 2024

## 1. Introduction

EBF4 Solutions ("we", "us", "our") is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, store, and protect your information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### **Data Controller:**

EBF4 Solutions

Email: [ebf4solutions@outlook.com](mailto:ebf4solutions@outlook.com)

## 2. Information We Collect

### 2.1 Information You Provide to Us

We collect personal data that you voluntarily provide when you:

- **Contact us via email or contact forms:** Name, email address, phone number, company name, and message content
- **Request a quote or consultation:** Business information, project requirements, budget details
- **Sign a contract:** Full name, address, company details, payment information
- **Subscribe to our newsletter:** Email address, name (optional)

### 2.2 Information Automatically Collected

When you visit our website, we may automatically collect:

- **Technical data:** IP address, browser type and version, operating system, device type
- **Usage data:** Pages visited, time spent on pages, links clicked, referring website
- **Cookie data:** See our Cookie Policy section below

### 2.3 Information from Third Parties

We may receive information from:

- **Payment processors:** Transaction details when you make payments
- **Social media platforms:** If you interact with us on social media
- **Analytics providers:** Website usage statistics

### 3. How We Use Your Information

We process your personal data for the following purposes:

#### 3.1 Legal Basis: Contract Performance

- To provide website development and related services
- To communicate about your project and deliverables
- To process payments and invoices
- To provide customer support

#### 3.2 Legal Basis: Legitimate Interests

- To improve our services and website functionality
- To send marketing communications (where you have not opted out)
- To analyze website usage and user behavior
- To prevent fraud and ensure website security
- To maintain business records

#### 3.3 Legal Basis: Consent

- To send you marketing emails (you can withdraw consent at any time)
- To use cookies and similar technologies (see Cookie Policy)
- To display testimonials with your permission

#### 3.4 Legal Basis: Legal Obligation

- To comply with tax and accounting requirements
- To respond to legal requests and prevent illegal activity

### 4. How We Share Your Information

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

#### 4.1 Service Providers

- **Hosting providers:** To host our website and store data
- **Email service providers:** To send communications
- **Payment processors:** To process payments securely
- **Analytics providers:** To analyze website performance

- **Cloud storage providers:** To store project files and documents

## 4.2 Legal Requirements

We may disclose your information if required by law, court order, or governmental authority, or to protect our legal rights.

## 4.3 Business Transfers

If we are involved in a merger, acquisition, or sale of assets, your data may be transferred. We will notify you before your data is transferred and becomes subject to a different privacy policy.

## 5. International Data Transfers

Your personal data is primarily stored and processed within the United Kingdom. If we transfer data outside the UK, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the UK Information Commissioner's Office (ICO)
- Adequacy decisions confirming the recipient country provides adequate data protection

## 6. Data Retention

We retain your personal data only for as long as necessary:

- **Project-related data:** For the duration of our contract and 7 years thereafter for tax and legal purposes
- **Marketing data:** Until you unsubscribe or request deletion
- **Website analytics:** Typically 26 months
- **Legal claims:** Until the statute of limitations expires

After the retention period, we will securely delete or anonymize your data.

## 7. Your Data Protection Rights

Under UK GDPR, you have the following rights:

### 7.1 Right of Access

You can request a copy of your personal data we hold.

### 7.2 Right to Rectification

You can request correction of inaccurate or incomplete data.

### 7.3 Right to Erasure ("Right to be Forgotten")

You can request deletion of your data in certain circumstances.

## 7.4 Right to Restrict Processing

You can request that we limit how we use your data.

## 7.5 Right to Data Portability

You can request your data in a structured, commonly used format.

## 7.6 Right to Object

You can object to processing based on legitimate interests or for direct marketing.

## 7.7 Rights Related to Automated Decision-Making

We do not use automated decision-making or profiling.

**To exercise your rights, contact us at: [ebf4solutions@outlook.com](mailto:ebf4solutions@outlook.com)**

We will respond to your request within one month. If your request is complex, we may extend this by two additional months.

## 8. Data Security

We implement appropriate technical and organizational measures to protect your data:

- **Encryption:** Data transmitted via our website is encrypted using SSL/TLS
- **Access controls:** Limited access to personal data on a need-to-know basis
- **Secure storage:** Data stored on secure servers with regular backups
- **Regular updates:** Security software and systems kept up to date
- **Staff training:** Employees trained on data protection practices

However, no method of transmission over the internet is 100% secure. While we strive to protect your data, we cannot guarantee absolute security.

## 9. Cookies Policy

### 9.1 What Are Cookies?

Cookies are small text files placed on your device when you visit our website. They help us provide a better user experience.

### 9.2 Types of Cookies We Use

#### Strictly Necessary Cookies

Essential for the website to function properly. These cannot be disabled.

#### Analytics Cookies

Help us understand how visitors use our website (e.g., Google Analytics). These collect anonymous data.

## **Functionality Cookies**

Remember your preferences and provide enhanced features.

## **Marketing Cookies**

Track your browsing to show relevant advertisements (only with your consent).

## **9.3 Managing Cookies**

You can control cookies through your browser settings. However, disabling cookies may affect website functionality.

To opt out of Google Analytics: <https://tools.google.com/dlpage/gaoptout>

## **10. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for the privacy practices of these websites. Please review their privacy policies before providing personal data.

## **11. Children's Privacy**

Our services are not intended for individuals under 16 years of age. We do not knowingly collect data from children. If we become aware that we have collected data from a child, we will delete it promptly.

## **12. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. The "Last Updated" date at the top indicates when changes were last made. Continued use of our website after changes constitutes acceptance of the updated policy.

We will notify you of significant changes via email or a prominent notice on our website.

## **13. Contact Us**

If you have questions about this Privacy Policy or our data practices, please contact us:

### **EBF4 Solutions**

Email: [ebf4solutions@outlook.com](mailto:ebf4solutions@outlook.com)

## **14. Complaints**

You have the right to lodge a complaint with the UK supervisory authority:

### **Information Commissioner's Office (ICO)**

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

Telephone: 0303 123 1113

Address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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## Summary of Your Rights

For your convenience, here's a quick summary:

- ✓ **Access** - Get a copy of your data
- ✓ **Rectification** - Correct inaccurate data
- ✓ **Erase** - Request deletion of your data
- ✓ **Restriction** - Limit how we use your data
- ✓ **Portability** - Receive your data in a portable format
- ✓ **Object** - Object to certain types of processing
- ✓ **Withdraw Consent** - Stop receiving marketing emails anytime

**Contact us:** [ebf4solutions@outlook.com](mailto:ebf4solutions@outlook.com)