

# Privacy Policy

SwitchUp Marketing ("Agency", "we", "us", or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you engage with our services or visit our website.

For any questions regarding this policy, please contact us at:

SwitchUp Marketing  
Sparkhouse, Ropewalk, Lincoln, LN6 7DQ  
Email: [info@switchup-marketing.co.uk](mailto:info@switchup-marketing.co.uk)  
Phone: 01522 396995

## 1. Information We Collect

We collect and process the following types of personal data:

### 1.1 Information You Provide

When you engage with us, you may provide us with:

- Contact details: Your name, email address, phone number, and business information when you submit a query or request services.
- Business details: Information related to your business, such as your website, social media accounts, or project details for the services we provide.
- Payment information: Billing information required for invoicing and payment processing.

### 1.2 Automatically Collected Information

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

- Usage data: Information about how you use our website, such as pages visited, time spent on pages, and the links you click.
- Device information: Information about your device, browser type, and operating system.
- Cookies: We use cookies to improve user experience and analyse website traffic.

## 2. How We Use Your Information

We use your information for the following purposes:

## 2.1 To Provide Our Services

- To communicate with you and respond to your inquiries.
- To manage projects and deliver marketing services such as web design, social media management, automations, and SEO.
- To process payments and send invoices.

## 2.2 To Improve Our Website

- To monitor website performance and improve user experience.
- To ensure the security of our website and services.

## 2.3 Marketing Communications

- We may use your contact information to send you promotional emails about our services, news, or events. You can opt-out of these communications at any time by following the unsubscribe instructions in our emails or contacting us at [info@switchup-marketing.co.uk](mailto:info@switchup-marketing.co.uk).

## 3. Legal Basis for Processing

We process your personal data in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR). Our legal bases for processing are:

- Contractual necessity: When processing your data is necessary to fulfil our contractual obligations (e.g., delivering services or processing payments).
- Legitimate interests: When processing your data is in our legitimate interest, such as improving our services, monitoring website usage, or marketing communications (unless your rights override these interests).

## 4. Sharing Your Information

We do not sell, rent, or share your personal information with third parties for their own marketing purposes. We may share your information with:

- Service providers: Third-party vendors, such as payment processors, hosting providers, or analytics services, who assist us in delivering our services.
- Legal or regulatory bodies: Where required by law, we may disclose your information to comply with a legal obligation, protect our rights, or prevent fraud.

All third-party service providers are carefully selected and required to comply with data protection laws.

## 5. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting requirements. The retention periods depend on the nature of the data and the purpose of processing.

- Client project data: Retained for the duration of the project and for a reasonable period thereafter to provide support and deal with any queries.
- Contact information: Retained until you request its deletion or opt out of marketing communications.
- Financial records: Retained for at least six years in compliance with UK tax law.

## 6. Your Data Protection Rights

Under data protection laws, you have rights regarding your personal data, including:

- Access: You can request access to the personal data we hold about you.
- Rectification: You can request corrections to any inaccurate or incomplete data.
- Erasure: You can request the deletion of your personal data when it's no longer needed for the purposes it was collected.
- Restriction: You can request that we limit the processing of your data in certain situations.
- Data portability: You can request the transfer of your data to another service provider in a structured, commonly used, and machine-readable format.
- Objection: You can object to our processing of your data in certain situations, such as for direct marketing purposes.

To exercise these rights, please contact us at [info@switchup-marketing.co.uk](mailto:info@switchup-marketing.co.uk). We will respond to your request within one month.

## 7. Security of Your Data

We are committed to ensuring that your information is secure. We have implemented appropriate technical and organisational measures to protect your personal data from unauthorised access, alteration, disclosure, or destruction.

However, please note that no method of transmission over the internet is 100% secure, and we cannot guarantee absolute security.

## 8. Cookies

Our website uses cookies to enhance your browsing experience and analyse website performance. Cookies are small files stored on your device that collect information about your use of our site.

## 8.1 Types of Cookies We Use

- Essential cookies: These cookies are necessary for the functioning of the website and cannot be disabled.
- Analytical cookies: These cookies help us understand how visitors use our website by collecting anonymous data on site traffic and behaviour.

You can control cookie preferences through your browser settings. However, disabling cookies may affect your ability to use certain features of our website.

## 9. Third-Party Links

Our website may contain links to third-party websites, plug-ins, or services. Please note that we do not have control over these websites, and this Privacy Policy does not apply to their data collection and usage. We encourage you to read the privacy policies of any third-party websites you visit.

## 10. International Data Transfers

We do not transfer your personal data outside the European Economic Area (EEA). If we need to transfer your data internationally, we will ensure appropriate safeguards are in place to protect your information in accordance with GDPR.

## 11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Any changes will be posted on this page, and if significant, we will notify you via email. We encourage you to review this policy periodically to stay informed of how we are protecting your information.

## 12. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal data, please contact us at:

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