

Privacy Policy for Bletchley Networks Limited

Effective Date: 9th January 2025

At Bletchley Networks Limited (“we,” “our,” “us”), we value your privacy and are committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and store information collected through our website.

1. Information We Collect

When you interact with our website, we may collect the following types of personal data:

- **Contact Information:** If you submit your details through a form on our website, we collect your name, email address, phone number, and any other information you voluntarily provide.
- **Usage Data:** We use Google Analytics to collect data about how visitors use our website. This includes information like IP addresses, browser type, device information, and browsing behaviour.

2. How We Use Your Information

We process the information you provide for the following purposes:

Customer Communication:

- To respond to your inquiries or requests submitted via our website form.
- To provide information or updates about our services.

Marketing and Mailing Lists:

- If you provide your contact details, we may add you to our mailing lists to share promotional materials, updates, or newsletters. You can unsubscribe at any time by clicking the “unsubscribe” link in our emails or by contacting us directly.

Website Improvement and Analytics:

- Google Analytics helps us analyse website traffic and improve our site’s functionality and user experience.

3. Legal Basis for Processing

We process your personal data under the following legal grounds:

- **Consent:** When you submit your contact details, you consent to us contacting you or adding you to our mailing list.
- **Legitimate Interests:** We process website analytics data to improve our website and services.

4. Sharing your Data

We will never sell your personal information to third parties. However, we may share your data with:

- Service Providers: Third-party providers, such as Google Analytics, who assist us in analysing website usage data.
- Legal or Regulatory Authorities: If required by law or to enforce our legal rights.

5. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or as required by law.

6. Your Rights

Under UK data protection laws, you have the following rights:

- Access: Request a copy of the personal data we hold about you.
- Rectification: Correct any inaccurate or incomplete data.
- Erasure: Request the deletion of your personal data.
- Objection: Object to the processing of your data for marketing purposes.
- Data Portability: Receive your data in a structured, commonly used, and machine-readable format.

To exercise these rights, please contact us at support@bletchley.net.

7. Cookies and Google Analytics

We use cookies to improve your experience on our website. Google Analytics sets cookies to analyse website usage. For more information on how Google collects and processes data, visit Google's Privacy Policy.

You can opt out of Google Analytics tracking by using the Google Analytics Opt-out Browser Add-on.

8. Security of Your Data

We take appropriate technical and organizational measures to protect your data from unauthorized access, alteration, or disclosure.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated effective date.

10. Contact Us

If you have any questions about this Privacy Policy or your personal data, please contact us at:

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