

Privacy Notice & Data Protection Policy

Effective date: 1 September 2025

Organisation: Elevate – Business Development Services

Contact: hello@elevatebiz.co | www.elevatebiz.co

Jurisdiction: United Kingdom (England & Wales)

1. Introduction

This Privacy Notice explains how we collect, use, and protect personal data when you interact with Elevate – Business Development Services (“Elevate”, “we”, “us”, “our”).

We are committed to safeguarding the privacy of our clients, prospects, website visitors, and partners.

By providing us with your personal data, you confirm that you are over 13 years of age and that the information is accurate and up to date.

2. Who We Are

Data Controller: Elevate – Business Development Services (Jessica Keene, Director).

We decide how and why personal data is processed. In some cases, when acting on a client’s behalf (e.g., running social media, email campaigns, or CRM systems), we may act as a **Data Processor**.

Contact for all privacy matters: hello@elevatebiz.co.

3. What Data We Collect

We may collect and process the following categories of personal data:

- **Contact Data:** name, job title, email address, phone number, company.

- **Customer/Client Data:** billing details, contracts, services purchased, communication history.
- **Marketing Data:** preferences, responses to campaigns, downloads (e.g. cheat sheets, guides), and event registrations.
- **Technical Data:** IP address, browser type, time zone, device information, pages visited, referring sites.
- **Usage Data:** how you interact with our website, online systems, or communications.

We do **not** routinely collect or require sensitive data (special categories, e.g., health, ethnicity) or criminal offence data. If a project requires this, it will only be processed under a signed agreement with safeguards in place.

4. How We Use Your Data

We use personal data for:

- Responding to enquiries and providing services (contract).
 - Processing orders, invoicing, and payments (contract).
 - Managing client accounts, communication, and support (contract/legitimate interest).
 - Marketing, newsletters, promotions, and events (consent or legitimate interest for B2B).
 - Improving our website and services (legitimate interest).
 - Legal, tax, and compliance purposes (legal obligation).
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5. Marketing & Communications (PECR)

- We may send marketing emails to corporate subscribers (B2B) without prior consent, provided opt-outs are always available.
- For individuals and sole traders, we will only send marketing where you have opted in, or under the “soft opt-in” rule (where you’ve previously bought from us and haven’t opted

out).

- You can unsubscribe at any time via the link in emails or by contacting support@elevatebiz.co.

6. Sharing Your Data

We may share your data with:

- Our vetted team members, including subcontractors (e.g., Amy in South Africa).
- IT, hosting, CRM, analytics, and payment service providers.
- Professional advisers (accountants, legal, insurance).
- Regulators, law enforcement, or HMRC where legally required.
- Third parties in the event of a merger, sale, or restructuring.

We do **not** sell your data.

7. International Data Transfers

Where personal data is accessed outside the UK (e.g., by our team in South Africa):

- We use the **UK International Data Transfer Agreement (IDTA)** or the **UK Addendum to EU SCCs**.
- We carry out transfer risk assessments and ensure appropriate safeguards are in place.
- Access is restricted and controlled through secure systems.

8. Data Security

We implement technical and organisational measures including:

- Secure, access-controlled systems.
 - Encryption of data in transit.
 - Multi-factor authentication (MFA) where available.
 - Staff training and confidentiality agreements.
 - Restricted access to personal data on a need-to-know basis.
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9. Data Retention

- **Enquiries:** kept for up to 24 months.
- **Client contracts and billing records:** kept for 7 years (legal/tax purposes).
- **Marketing data:** kept until you unsubscribe or after 24 months of inactivity.
- **Technical/website data:** stored according to system defaults (typically under 26 months for analytics).

Data may be anonymised and retained indefinitely for research or statistical purposes.

10. Your Rights (UK GDPR)

You have the right to:

- Access your personal data.
- Rectify inaccurate or incomplete data.
- Request erasure (“right to be forgotten”).
- Restrict processing.

- Data portability (receive your data in machine-readable format).
- Object to processing (including marketing).
- Withdraw consent at any time.

To exercise your rights, contact hello@elevatebiz.co.

If you are not satisfied, you may complain to the UK Information Commissioner's Office (ICO): www.ico.org.uk.

11. Cookies

We use cookies and similar technologies for:

- Essential website functions.
- Analytics (to measure performance and improve services).
- Marketing/advertising (where consent is given).

On your first visit, a banner will request your consent for non-essential cookies. You can update your preferences at any time via "Cookie Settings."

12. Updates to This Notice

We may update this Privacy Notice from time to time. The latest version will always be available on our website. Where changes are significant, we will notify clients by email.

Cookie Policy

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1. What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work, improve user experience, and provide information to website owners.

2. How We Use Cookies

We use cookies and similar technologies for the following purposes:

- **Strictly Necessary Cookies** – required for the website to function (e.g. page navigation, secure areas). These cannot be switched off.
 - **Performance & Analytics Cookies** – help us understand how visitors use our site (e.g. Google Analytics). This data is anonymised where possible.
 - **Functionality Cookies** – remember preferences (e.g. location, language, login details) to enhance user experience.
 - **Advertising & Targeting Cookies** – used (with consent) to deliver relevant ads, measure campaign effectiveness, and track engagement across platforms.
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3. Managing Cookies

When you first visit our site, a cookie banner will ask whether you accept or reject non-essential cookies. You can update your preferences at any time by clicking “**Cookie Settings**” on our site.

You can also control cookies through your browser settings. Please note: disabling some cookies may affect website functionality.

4. Third-Party Cookies

Some cookies may be set by third-party services we use, such as:

- Google Analytics (performance)
- Meta/Facebook Pixel (advertising/remarketing)
- CRM, scheduling, or payment platforms integrated into our site

These providers have their own privacy and cookie policies, which we encourage you to review.

5. Retention

Cookies are stored for different lengths of time depending on their purpose:

- Session cookies: deleted when you close your browser.
 - Persistent cookies: remain on your device for a set period or until you delete them.
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6. More Information

For more details on how we handle your personal data, please see our **Privacy Notice & Data Protection Policy**.

If you have any questions, please contact us at hello@elevatebiz.co