



## Privacy Policy

### COLLOCO MARKETING LTD

Company Registration Number: 12305516

ICO Registration Number: C1295320

Last Updated: 12 December 2024

## 1. Introduction

Colloco Marketing Ltd ("we," "our," or "us") is committed to protecting and respecting your privacy. This policy explains how we collect, process, and protect your personal data when you interact with us through our website, email, or other channels.

## 2. Who We Are

We are Colloco Marketing Ltd, registered in England and Wales (Company Number: 12305516) with our registered office at 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ. We are registered with the Information Commissioner's Office (ICO) under registration number C1295320.

## 3. Data We Collect

### 3.1 Information You Provide Us

We collect and process the following information:

- Name and job title
- Company name and address
- Contact information (email address, telephone numbers)
- Website URL
- Project requirements and specifications
- Client confidential information provided during project work
- Any additional information you choose to provide us

### 3.2 Automatically Collected Information

Our website (hosted on Wix) automatically collects:

- IP addresses (anonymized)
- Browser type and version
- Time zone setting
- Operating system and platform
- Pages visited and navigation patterns
- Google Analytics data (GA4)



### **3.3 Cookies**

We use cookies through our Wix platform. For detailed information about the cookies we use, please see our separate Cookie Policy. You can manage your cookie preferences through your browser settings.

## **4. How We Use Your Data**

We process your personal data for the following purposes:

### **4.1 Contract Performance**

- Providing our web design and marketing services
- Managing your account and relationship with us
- Processing payments and maintaining accounting records

### **4.2 Legitimate Interests**

- Improving our services
- Marketing our services to potential clients
- Analyzing website performance and user behavior
- Following up with prospective clients
- Maintaining security of our systems

### **4.3 Legal Obligations**

- Complying with legal and regulatory requirements
- Maintaining appropriate business records
- Responding to requests from regulatory authorities

## **5. Data Storage and Security**

### **5.1 Storage Systems**

We store data across the following platforms:

- Wix (website and CRM)
- Dropbox (file storage and backup)
- Microsoft Outlook (email communications)

### **5.2 Security Measures**

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

- Encrypted data transmission
- Secure password policies
- Regular security updates
- Access controls and authentication
- Regular staff training on data protection
- Confidentiality agreements

## 6. Data Retention

### **We retain personal data for the following periods:**

- Active and former clients: 5 years from last interaction
- Prospective clients: 1 year from last interaction
- Marketing communications data: Until you unsubscribe
- Financial records: 7 years (as required by law)

After these periods, your data will be securely deleted unless we are required by law to retain it longer.

## 7. Data Sharing

### **7.1 Third-Party Service Providers**

We share data with:

- Wix (website hosting and CRM)
- Dropbox (file storage)
- Microsoft (email services)
- Google Analytics (website analytics)
- Social media platforms (Facebook, LinkedIn, Instagram, Twitter)

### **7.2 International Transfers**

Some of our third-party service providers may process data outside the UK/EEA. When this occurs, we ensure appropriate safeguards are in place through:

- EU Standard Contractual Clauses
- UK International Data Transfer Agreements
- Adequacy decisions by the UK Government/EU Commission

## 8. Your Rights

Under GDPR, you have the right to:

- Access your personal data
- Rectify inaccurate data
- Request erasure of your data
- Restrict processing of your data
- Data portability
- Object to processing
- Withdraw consent for marketing communications

To exercise any of these rights, please contact us at [sophia@colloco.marketing](mailto:sophia@colloco.marketing).



## 9. Marketing Communications

We may send you marketing communications if:

- You have requested information from us
- Used our services
- Provided us with your details and consented to marketing communications

You can opt out at any time by:

- Clicking the unsubscribe link in any marketing email
- Emailing us at [sophia@colloco.marketing](mailto:sophia@colloco.marketing)
- Writing to our registered address

## 10. Changes to This Policy

We may update this privacy policy from time to time. Any changes will be posted on our website with an updated revision date. Significant changes will be notified to you directly where possible.

## 11. Contact Us

If you have any questions about this privacy policy or our data practices, please contact:

Data Protection Officer, Sophia Brading  
Colloco Marketing Ltd, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ

Email: [sophia@colloco.marketing](mailto:sophia@colloco.marketing)

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)).

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Document Control

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