

# Privacy Policy

This Privacy Policy describes how and when we collect, use, and share information when you contact us, or otherwise use our services through Aquadia.co.uk or its related sites and services. This Privacy Policy does not apply to the practices of third parties that I do not own or control, including Wordpress or any third party services you access through Wordpress. You can reference the Wordpress Privacy Policy to learn more about its privacy practices.

## Information We Collect

We collect certain information that you provide, such as your name, email address, telephone number and postal address. You may also choose to provide us with additional personal information (for example, as part of an enquiry).

## Why We Need Your Information and How We Use It

We rely on a number of legal bases to collect, use, and share your information, including:

- as needed to provide our services, such as when I use your information to fulfil your request or to provide customer support;
- when you have provided your affirmative consent, which you may revoke at any time, such as by signing up for a mailing list;
- if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law; and
- as necessary for the purpose of my legitimate interests, if those legitimate interests are not overridden by your rights or interests, such as providing and improving our services. We use your information to provide the services you requested and in our legitimate interest to improve our services.

## Information Sharing and Disclosure

Information about our customers is important to our business. We share your personal information for very limited reasons and in limited circumstances, as follows:

- Business transfers. If we sell or merge the business, we may disclose your information as part of that transaction, only to the extent permitted by law.
- Compliance with laws. We may collect, use, retain, and share your information if we have a good faith belief that it is reasonably necessary to: (a) respond to legal process or to government requests; (b) enforce our agreements, terms and policies; (c) prevent, investigate, and address fraud and other illegal activity, security, or technical issues; or (d) protect the rights, property, and safety of our customers, or others.

## Data Retention

We retain your personal information only for as long as necessary to provide you with our services and as described in the Privacy Policy. However, we may also be required to retain this information to comply with our legal and regulatory obligations, to resolve disputes, and to enforce my agreements. We generally keep your data for the maximum time period: 4 years.

## Your Rights

You have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below:

- Access. You may have the right to access and receive a copy of the personal information we hold about you by contacting us using the contact information below.
- Change, restrict, delete. You may also have rights to change, restrict our use of, or delete your personal information. Forgoing exceptional circumstances (like where I am required to store data for legal reasons) we will generally delete your personal information upon request.
- Object. You can object to (i) our processing of some of your information based on our legitimate interests and (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.
- Complain. If you reside in the EU and wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with your local data protection authority.

## How to Contact Me

For purposes of EU data protection law, we, Aquadia Ltd, am the data controller of your personal information. If you have any questions or concerns, you may contact us at [enquiries@aquadialtd.co.uk](mailto:enquiries@aquadialtd.co.uk).