



PRIVACY POLICY

Last Updated: October 2026

Proudley Associates respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store and protect personal information when you visit our website, contact us or use our services.

We handle personal information in accordance with applicable data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as amended by the Data (Use and Access) Act 2025.

We do not sell your personal information. We only share it where necessary for legitimate business purposes, to provide our services, to comply with legal obligations or where otherwise permitted by law.

1. Information We Collect

Depending on how you interact with Proudley Associates, we may collect:

- Your name and contact details, including your email address, postal address and telephone number.
- Information you provide when enquiring about or using our services.
- Information relating to your business and your requirements.
- Correspondence and communications between you and Proudley Associates.
- Technical information collected through our website, including essential cookies and information needed to maintain website security and functionality.

We only collect personal information that is relevant and necessary for the purposes described in this policy.

2. How We Use Your Information

We may use your personal information to:

- Respond to enquiries and assess your requirements.
- Identify you where necessary to provide our services or manage your account.
- Provide, administer and improve our services and support your business.
- Communicate with you about our services and relevant updates.
- Send marketing communications where we are legally permitted to do so.
- Maintain website security, prevent fraud and troubleshoot technical issues.
- Meet our legal and regulatory obligations.

We will not use your personal information for unrelated purposes without an appropriate lawful basis.

3. Our Lawful Basis for Processing

We must have a lawful basis for processing personal information. Depending on the circumstances, we may rely on:

- **Contract:** where processing is necessary to enter into or perform a contract with you.
- **Legitimate interests:** where processing is necessary for our legitimate business interests or those of a third party, provided your rights and interests do not override those interests.
- **Consent:** where you have given consent for a specific purpose, such as certain marketing communications or the use of non-essential cookies.
- **Legal obligation:** where processing is necessary to comply with a legal requirement.

Where we rely on legitimate interests, we consider the potential impact on your privacy and your rights before proceeding.

We will not assume that legitimate interests automatically permit us to send marketing communications. We will comply with applicable privacy and electronic marketing rules, including any consent requirements.

4. Marketing Communications

We may contact you about our services, relevant updates, special offers or other information that may be of interest to you, where permitted by law.

You can opt out of marketing communications at any time by emailing admin@proudleyassociates.com or by using an unsubscribe option where one is provided.

If you opt out, we will stop sending you the relevant marketing communications, although we may still contact you about existing services, contractual matters or other necessary administrative issues.

5. Sharing Your Personal Information

We do not sell, rent or lease your personal information.

We may share personal information with trusted service providers who help us operate our website, communicate with customers, provide our services or maintain our systems. These providers must handle personal information appropriately and protect it in accordance with applicable requirements.

We may also disclose personal information where required by law, where necessary to establish or defend legal claims, or where otherwise permitted by law.

Where personal information is transferred outside the United Kingdom, we will ensure that an appropriate legal safeguard is in place where required.

6. How Long We Keep Your Information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected, including providing our services, meeting legal and regulatory requirements, resolving disputes and maintaining appropriate business records.

The retention period will depend on the type of information, why we hold it and any applicable legal obligations. When personal information is no longer required, we will securely delete it or anonymise it where appropriate.

Proudley Associates should confirm and implement specific retention periods for customer records, enquiries, financial records, marketing data and complaints records.

7. Accessing and Updating Your Information

You can contact us to request access to the personal information we hold about you or to ask us to correct information that is inaccurate or incomplete. Subject to applicable law, you may also have the right to:

- Request erasure of your personal information.
- Request restriction of processing.
- Object to certain types of processing.
- Request a copy of information you have provided to us in a portable format, where applicable.
- Withdraw consent where processing is based on consent.

These rights are subject to legal conditions and exceptions. We will respond to requests in accordance with applicable data protection law. To exercise your rights, please contact us using the details in the Contact Us section below.

8. Data Protection Complaints

Proudley Associates is committed to handling personal information fairly, transparently and in accordance with applicable data protection law.

If you are concerned about how we have collected, used, stored, shared or otherwise handled your personal information, you have the right to raise a data protection complaint with us.

How to make a complaint

You can raise a complaint by email or post using the following contact details:

Email: admin@proudleyassociates.com

Post: Proudley Associates Limited,

216 SmartBase

Target Road

Aviation Park West

Christchurch

Dorset

BH23 6NW

Please explain what has happened, what concerns you have and, if possible, what you would like us to do to resolve the issue. Please do not include unnecessary sensitive personal information. You do not need to use specific legal terminology or refer to data protection legislation to make a complaint. If you are making a complaint on behalf of someone else, we may need to confirm that you are authorised to act for them.

How we will handle your complaint

When we receive a data protection complaint, we will:

1. **Acknowledge receipt within 30 days.** We will confirm that we have received your complaint and that we will look into it. This acknowledgement does not mean that the investigation will necessarily be completed within 30 days.
2. **Investigate appropriately and without undue delay.** We will assess the issues raised, make appropriate enquiries, review relevant information and take proportionate steps to understand what happened.
3. **Keep you informed.** We will provide appropriate updates on the progress of our investigation, including information about any significant delays and, where appropriate, the expected timescale for a response.
4. **Communicate the outcome without undue delay.** Once we have considered the complaint, we will explain our findings and the reasons for our decision in clear language. Where appropriate, we will also explain any corrective action taken or proposed.
5. **Keep appropriate records.** We will record the complaint, our acknowledgement, relevant investigation steps, the outcome and any action taken, retaining these records only for as long as necessary.

We will handle complaints fairly and consider each complaint according to its circumstances. The level of investigation will be appropriate to the issues raised.

If you remain dissatisfied

If you are unhappy with how we have handled your personal information or with the outcome of your complaint, you can raise your concerns with the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

You can find information about contacting the ICO and making a complaint at:

<https://ico.org.uk/make-a-complaint>

You may contact the ICO without having to wait for our investigation to finish.

9. Cookies

Cookies are small text files that a website may place on your computer or mobile device. They help websites operate, maintain security, remember preferences and understand how services are being used.

Our website, hosted through Wix, uses cookies that Proudley Associates currently understands to be essential for website functionality, security, stability and system monitoring.

The cookies identified for our website are listed below. Their use, purpose and duration should be checked periodically against the cookies actually set by our website and the information supplied by Wix.

Cookie	Purpose	Duration	Type
XSRF-TOKEN	Used for security reasons	Session	Essential
hs	Used for security reasons	Session	Essential
SSR-caching	Indicates the system from which the site was rendered	1 minute	Essential
_wixCIDX	Used for system monitoring and debugging	3 months	Essential
_wix_browser_sess	Used for system monitoring and debugging	Session	Essential
consent-policy	Stores cookie banner parameters	12 months	Essential
TS*	Used for security and anti-fraud purposes	Session	Essential
bSession	Used for stability and effectiveness measurement	30 minutes	Essential
fedops.logger.sessionid	Used for stability and effectiveness measurement	12 months	Essential

We will review our cookie use periodically to ensure that this information remains accurate. If we introduce non-essential cookies, such as analytics or advertising cookies, we will update this policy and obtain consent where required by law.

You can also manage cookies through your browser settings. Disabling essential cookies may affect the operation of the website.

10. Security

We take appropriate technical and organisational measures to protect personal information against unauthorised access, accidental loss, destruction, alteration or disclosure.

However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

11. Third-Party Websites

Our website may contain links to websites operated by third parties. These websites have their own privacy policies and practices.

Proudley Associates is not responsible for the privacy or security practices of external websites. We recommend reviewing the relevant privacy policy before providing personal information to another website.

12. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services or legal obligations. The latest version will be published on our website, together with the date it was last updated.

13. Contact Us

If you have questions about this Privacy Policy, wish to exercise your data protection rights or would like to raise a data protection complaint, please contact:

Proudley Associates Limited
216 SmartBase
Target Road
Aviation Park West
Christchurch
Dorset
BH23 6NW
Email: admin@proudleyassociates.com

