

## Privacy Policy for Pritchard Group Ltd

**Effective Date:** 25-04-2025

Pritchard Group Ltd (“we”, “us”, or “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you visit our website [www.pritchard-group.co.uk](http://www.pritchard-group.co.uk) (the “Site”). Please read this policy carefully. By accessing or using the Site, you agree to the terms of this Privacy Policy.

### 1. Information We Collect

We collect the following types of personal data when you visit or interact with the Site:

- **Personal Identifiable Information (PII):** This may include your name, email address, postal address, phone number, and other details you provide when filling out forms or subscribing to services.
- **Non-Personal Information:** This includes information about your device, browsing activity, and interaction with our Site, such as IP address, browser type, pages viewed, and the time spent on each page.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to enhance your user experience, track preferences, and analyse Site traffic. You can manage cookie preferences through your browser settings.

### 2. How We Use Your Information

We use the information we collect for the following purposes:

- To operate, maintain, and improve the Site.
- To provide services, process transactions, and respond to requests.
- To send you marketing communications (you can opt out at any time).
- To monitor and analyse Site usage and user behaviour.
- To comply with legal obligations and enforce our terms of service.

### 3. How We Share Your Information

We may share your information in the following circumstances:

- **With Service Providers:** We may share your information with third-party vendors who perform services on our behalf, such as web hosting, analytics, and payment processing. These third parties are required to use your information only for providing services to us.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal data may be transferred as part of the transaction.
- **Legal Compliance:** We may disclose your information to comply with legal obligations, regulatory requirements, or legal processes (e.g., court orders or subpoenas).

#### 4. Data Protection and Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, or disclosure. However, please be aware that no method of transmission over the Internet or electronic storage is completely secure.

#### 5. Your Rights Under the GDPR

As a company based in the UK, we comply with the General Data Protection Regulation (GDPR). You have the following rights:

- **Access to Your Data:** You can request a copy of the personal data we hold about you.
- **Correction:** You have the right to correct any inaccurate or incomplete personal data we have about you.
- **Deletion:** You can request that we delete your personal data under certain conditions.
- **Portability:** You can request a copy of your personal data in a structured, commonly used format.
- **Objection and Restriction:** You can object to or restrict the processing of your personal data in certain cases.

To exercise your rights, please contact us at [info@pritchard-group.co.uk](mailto:info@pritchard-group.co.uk).

#### 6. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience, monitor usage, and analyse trends. You can manage your cookie preferences by adjusting your browser settings, although disabling cookies may affect the functionality of the Site.

## **7. Third-Party Websites**

Our Site may contain links to third-party websites. Please note that we are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party websites you visit.

## **8. Children's Privacy**

Our Site is not intended for children under the age of 13, and we do not knowingly collect personal information from children. If we discover that we have collected personal information from a child under 13, we will take steps to delete such information.

## **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 a new effective date. Please review this policy periodically for updates.

## **10. Contact Us**

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


### **Pritchard Group Ltd**

Email: [info@pritchard-group.co.uk](mailto:info@pritchard-group.co.uk)

Website: [www.pritchard-group.co.uk](http://www.pritchard-group.co.uk)

This Privacy Policy has been approved by the Director and will be reviewed annually or as required.

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Signed 

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**Print Name: Shane Pritchard**

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**Date: 25/04/2025**