

Privacy Policy

The Ask Agency

Version: 1.0

Effective Date: 01.02.2025

1. Introduction

The Ask Agency is committed to protecting your privacy and ensuring that any personal data collected is processed in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. This Privacy Policy outlines what personal data we collect, how we use it, and your rights regarding your data.

2. What Personal Data We Collect

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

- **Clients and Prospective Clients:** Name, business address, email address, phone number, and project-related information.
- **Suppliers and Subcontractors:** Contact details, company information, and payment details.
- **Website Visitors:** IP addresses, cookies, and browsing behaviour (via analytics tools).

We do not collect or process sensitive (enhanced) personal data such as health records, biometric data, or criminal records.

3. How We Collect Personal Data

We collect personal data through:

- Direct interactions (e.g., inquiries, contracts, and project discussions).
- Website contact forms and email communications.
- Networking events and referrals.

4. How We Use Personal Data

We use personal data for the following purposes:

- To provide our services and fulfil contractual obligations.
- To communicate with clients, suppliers, and subcontractors.
- To process payments and manage financial records.
- To send marketing communications (with consent or under legitimate interest).
- To improve our website and customer experience.

5. Legal Basis for Processing Personal Data

We process personal data under the following lawful bases:

- **Contractual Necessity:** When processing is required to fulfil a contract.
- **Legitimate Interests:** For business operations such as client relationship management and marketing.
- **Consent:** For optional communications where consent is required (e.g., email marketing).

6. Data Sharing & Third Parties

We may share personal data with:

- **Trusted subcontractors and suppliers** involved in project execution.
- **Payment processors and financial institutions** for invoicing and payments.
- **Legal and regulatory bodies** where required by law.

All third-party partners handling personal data must comply with UK GDPR standards and sign Data Processing Agreements where applicable.

7. Data Storage & Security

We implement appropriate security measures to protect personal data, including:

- Secure cloud-based storage with restricted access.
- Encrypted communication and password-protected systems.
- Data minimisation practices to store only necessary information.

8. Data Retention & Disposal

We retain personal data only as long as necessary:

- Client and project data: Retained for **7 years** for legal and financial record-keeping.
- Marketing data: Retained until an individual opts out.
- Supplier and subcontractor data: Retained for the duration of the business relationship.

After this period, data is securely deleted or anonymised.

9. Your Rights

Under data protection law, you have the right to:

- Request access to your personal data.
- Request correction of inaccurate data.
- Request deletion of your data (subject to legal requirements).

- Object to processing based on legitimate interests.
- Withdraw consent for marketing communications.
- Lodge a complaint with the **Information Commissioner's Office (ICO)** if you believe your data is being misused.

10. Contact Information

For any privacy-related inquiries, please contact us: **The Ask Agency**
54 Barons Crescent, Trowbridge BA14 7FU
hello@askagency.co.uk
07568 095101

11. Policy Review

This policy is reviewed annually and updated as required to comply with legal and regulatory changes.