

Privacy Policy

Penny Lane Business Support

Website: www.pennylanebusiness.co.uk

1. Introduction

Penny Lane Business Support (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This policy explains how we collect, use, and safeguard your personal data when you visit our website or engage with our services.

We comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Who We Are

Penny Lane Business Support provides administrative, business support, and marketing services to UK-based clients.

For the purposes of data protection law, we act as the “data controller” of your personal data.

Contact Details:

Email: hello@pennylanebusiness.co.uk

Website: www.pennylanebusiness.co.uk

3. Information We Collect

3.1 Information You Provide

- Name
- Email address
- Telephone number
- Business information
- Any details submitted via contact forms, email, or onboarding processes

3.2 Information Collected Automatically

- IP address
- Browser type and device information
- Pages visited and time spent on the website
- Cookie and tracking data

4. How We Use Your Information

We use your personal data to:

- Respond to enquiries and communications
- Deliver agreed services
- Manage client relationships
- Process payments and maintain financial records
- Improve our website and services
- Send marketing communications (where consent has been given)
- Meet legal and regulatory obligations

5. Lawful Basis for Processing

We rely on the following lawful bases:

- **Consent** – for marketing communications
- **Contract** – to deliver services you have requested
- **Legal obligation** – for tax, accounting, and compliance purposes
- **Legitimate interests** – for business management and service improvement

6. Data Sharing

We do not sell your personal data.

We may share your data with trusted third parties where necessary, including:

- Accountants and professional advisors
- IT, website hosting, and software providers
- Payment processors

All third parties are required to handle your data securely and in accordance with data protection laws.

7. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including satisfying legal, accounting, or reporting requirements.

8. Data Security

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse.

9. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Request transfer of your data

To exercise any of these rights, please contact us using the details above.

10. Cookies

Our website may use cookies to enhance your browsing experience and analyse website traffic.

You can manage or disable cookies through your browser settings.

11. Third-Party Links

Our website may include links to external websites. We are not responsible for their privacy policies or practices.

12. Changes to This Policy

We may update this Privacy Policy periodically. Any changes will be published on this page with an updated revision date.

13. Contact Us

If you have any questions about this Privacy Policy or how your data is handled, please contact:

Penny Lane Business Support

Email: hello@pennylanebusiness.co.uk

Website: www.pennylanebusiness.co.uk