

Privacy Policy - Compassionate 4U Limited

Effective Date: February,23,2025

1. Introduction

Compassionate 4U Limited ("we," "us," or "our") is committed to protecting your personal data in accordance with the UK Data Protection Act 2018 and the General Data Protection Regulation (GDPR) as it applies in the UK. This policy explains how we collect, use, store, and protect your personal data when you use our website (the "Site").

2. Data Controller

Compassionate 4U Limited is the data controller responsible for your personal data.

3. Lawful Basis for Processing

We process your personal data based on one or more of the following lawful bases:

- **Consent:** Where you have given us explicit consent to process your personal data for a specific purpose.
- **Contract:** Where processing is necessary for the performance of a contract with you or to take steps at your request before entering into a contract.
- **Legal Obligation:** Where processing is necessary for compliance with a legal obligation to which we are subject.
- **Legitimate Interests:** Where processing is necessary for our legitimate interests (or those of a third party), provided your rights and interests do not override those interests.
- **Vital Interests:** Where processing is necessary to protect someone's vital interests.

4. Personal Data We Collect

We may collect the following personal data:

- **Identity Data:** Name, job title.
- **Contact Data:** Email address, telephone number, postal address.
- **Demographic Data:** Postcode, preferences, interests.
- **Usage Data:** IP address, browser type, operating system, pages visited, time spent on pages, and other analytics data collected through cookies and similar technologies.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences.
- **Survey Data:** Information you provide in customer surveys or feedback forms.

5. How We Use Your Personal Data

We use your personal data for the following purposes:

- To provide and maintain our Site and services.
- To process your inquiries and requests.
- To improve our products and services.
- To personalise your experience on our Site.
- To send you marketing communications where you have consented.
- To conduct market research and analysis.
- To comply with legal obligations.
- To ensure the security of our website and prevent fraud.

6. Cookies and Similar Technologies

We use cookies and similar technologies to enhance your browsing experience. You can manage your cookie preferences through your browser settings.

7. Data Security

We have implemented appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, alteration, and destruction. We regularly review and update our security practices.

8. Data Retention

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

9. Your Rights Under the UK Data Protection Act 2018

You have the following rights:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccurate or incomplete personal data.
- **Right to Erasure (“Right to be Forgotten”):** You can request that we delete your personal data (subject to legal limitations).
- **Right to Restriction of Processing:** You can request that we restrict the processing of your personal data.
- **Right to Data Portability:** You can request a copy of your personal data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your personal data, particularly for direct marketing purposes.
- **Right to Withdraw Consent:** You can withdraw your consent at any time where we are relying on consent to process your personal data.

- **Right to Complain:** You have the right to lodge a complaint with the Information Commissioner's Office (ICO).

10. Third-Party Links and Data Sharing

Our Site may contain links to third-party websites. We are not responsible for the privacy practices of these websites. We will only share your personal data with third parties where we have a legal basis to do so, and with appropriate safeguards in place.

11. International Data Transfers

If we transfer your personal data outside the UK, we will ensure that appropriate safeguards are in place to protect your data, in accordance with UK data protection law.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new policy on this page and, where appropriate, by other means.

13. Contact Us

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

Compassionate4U Limited

Email: info@compassionate4u.co.uk

14. Information Commissioner's Office (ICO)

You can find more information about your rights and data protection on the ICO website: www.ico.org.uk.