

Privacy Policy Statement
Strong Current Group Limited

Effective Date: 1 April 2025

1. Introduction

Welcome to Strong Current Group Limited ("we," "our," "us"). We are dedicated to protecting your privacy and ensuring the security of your personal data. This Privacy Policy explains how we collect, use, disclose, and safeguard your information, and outlines your rights under the General Data Protection Regulation (GDPR).

2. Information We Collect

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

- Personal Identification Information: Name, address, phone number, email address, and other contact details.
- Technical Information: IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website.
- Usage Data: Information about how you use our website, products, and services.
- Marketing and Communications Data: Your preferences in receiving marketing from us and your communication preferences.

3. How We Collect Information

We collect personal data in the following ways:

- Direct Interactions: You may provide personal data by filling in forms or corresponding with us by phone, email, or otherwise.
- Automated Technologies: As you interact with our website, we may automatically collect technical data about your equipment, browsing actions, and patterns.
- Third Parties: We may receive personal data about you from various third parties and public sources.

4. Lawful Basis for Processing

Under the GDPR, we must have a lawful basis to process your personal data. We rely on the following legal grounds:

- Contractual Necessity: To perform a contract with you or to take steps at your request before entering into a contract.
- Legal Obligation: To comply with a legal obligation.
- Legitimate Interests: To pursue our legitimate interests (e.g., business development, improving our services) provided that your interests and fundamental rights do not override those interests.
- Consent: Where you have provided consent for specific purposes.

5. How We Use Your Information

We use personal data to:

- Provide, operate, and maintain our services.
- Improve, personalise, and expand our services.
- Understand and analyse how you use our services.
- Communicate with you, including for customer service, updates, and marketing purposes.
- Process your transactions and manage your orders.
- Comply with legal obligations and protect our rights.

6. Sharing Your Information

We do not sell, trade, or otherwise transfer your personal data to outside parties without your consent, except as necessary to provide our services, comply with the law, enforce our policies, or protect our rights. This includes:

- Service Providers: Third parties who perform services on our behalf (e.g., IT services, payment processing).
- Legal Requirements: Where disclosure is required by law or necessary to protect our rights.

7. Data Security

We implement appropriate technical and organisational measures to protect your personal data from unauthorised access, use, or disclosure. These measures include encryption, access controls, and regular security assessments.

8. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes we collected it for, including to satisfy any legal, accounting, or reporting requirements.

9. Your GDPR Rights

Under the GDPR, you have the following rights regarding your personal data:

- Right to Access: Request access to your personal data.
- Right to Rectification: Request correction of inaccurate or incomplete data.
- Right to Erasure: Request deletion of your personal data.
- Right to Restrict Processing: Request restriction of processing your personal data.
- Right to Data Portability: Request transfer of your personal data to another organization.
- Right to Object: Object to processing of your personal data.
- Right to Withdraw Consent: Withdraw consent at any time where we rely on consent to process your data.

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

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website. You are encouraged to review this Privacy Policy periodically for any updates.

11. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights under the GDPR, please contact us:

Strong Current Group Limited
Phone: +44 (0)7730 983254
Email: Jonathan.kerr@strongcurrentgroup.co.uk

Thank you for trusting Strong Current Group Limited with your personal data. We are committed to ensuring your privacy and protecting your information.