LANDINGPAGES LIMITED

PRIVACY POLICY

Landingpages Limited ("Landingpages", "we", "us" or "our") takes the privacy and security of personal information seriously.

This Privacy Policy explains how Landingpages Limited collects, uses, stores, protects and, where necessary, shares personal information when you visit our website, enquire about our services, purchase or use our services, communicate with us, or otherwise interact with us.

We are committed to handling personal information responsibly and in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and applicable provisions of the Privacy and Electronic Communications Regulations 2003 (PECR).

Please read this Privacy Policy carefully so that you understand how we handle your personal information and your rights in relation to that information.

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1. ABOUT LANDINGPAGES LIMITED

Landingpages Limited provides the design and development of standalone online landing pages and related digital marketing services for businesses and organisations.

A landing page may be developed as a standalone webpage for a client business and may contain business information, contact details, website links, social media links, images, logos, marketing content and other information supplied or approved by the client.

In providing our services, we may need to collect and process information relating to individuals, including clients, prospective clients, employees, contractors, suppliers and other business contacts.

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2. INFORMATION WE MAY COLLECT

Depending on your relationship with us and how you interact with our services, we may collect and process information including:

- Your name;
- Business or company name;
- Postal or business address;
- Email address;
- Telephone or mobile number;
- Payment and invoicing information;
- Information relating to your business;
- Information supplied for the development of a landing page;
- Website and social media information;
- Communications between you and Landingpages;

- Information relating to projects, orders and services;
- Information relating to employees, contractors or suppliers;
- Information contained within enquiries or correspondence;
- Website usage information;
- IP address and technical information;
- Browser and device information;
- Information relating to cookies and similar technologies; and
- Any other information you voluntarily provide to us.

We may also process information that is publicly available, where we have a lawful basis for doing so and where such processing is appropriate for our legitimate business purposes.

We do not generally seek to collect sensitive or special category personal data unless there is a specific lawful reason for doing so.

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3. HOW WE COLLECT YOUR INFORMATION

We may collect personal information directly from you when you:

- Contact us;
- Enquire about our services;
- Request or purchase a landing page;
- Enter into a contract with us;
- Provide information for the development of a landing page;
- Approve or amend project content;
- Make or arrange payments;
- Communicate with our team by telephone, email, WhatsApp or other communication methods;
- Subscribe to marketing communications;
- Apply for employment or contractor opportunities;
- Work for or provide services to Landingpages Limited;
- Supply goods or services to Landingpages Limited;
- Visit or use our website; or
- Otherwise voluntarily provide information to us.

We may also receive information from third parties where this is lawful and necessary for the provision of our services or operation of our business.

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4. WHY WE USE YOUR INFORMATION

We only process personal information where we have a lawful basis to do so.
Depending on the circumstances, our lawful basis may include:

Contract – Customer Order Form

We may process your information where this is necessary to enter or perform a contract with you, including providing our landing page and related services.

Legal obligation

We may process your information where this is necessary for us to comply with a legal or regulatory obligation.
Legitimate interests

We may process information where it is necessary for our legitimate business interests, provided that those interests are not overridden by your rights and interests.
Examples may include managing our business, communicating with clients, maintaining business records, recovering outstanding payments, improving our services and protecting our business against fraud or misuse.

Consent

Where consent is required, we will seek your consent before processing your information for that particular purpose.
You may withdraw consent at any time where processing is based on consent.

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5. HOW WE USE YOUR PERSONAL INFORMATION

We may use personal information for purposes including:

- Designing, developing and maintaining your landing page;
- Including approved links to your website and social media platforms;
- Communicating with you about your project;
- Sending project approvals, amendments and updates;
- Sending invoices and statements;
- Processing and recording payments;
- Managing customer accounts and records;
- Providing customer support;
- Communicating about contractual matters;
- Managing employees, contractors and suppliers;
- Making payments to employees, contractors and suppliers;
- Carrying out appropriate business administration;
- Marketing our services were permitted by law;
- Sending information about services, products or developments that may be relevant to you;
- Improving our website and services;
- Monitoring website performance and usage;
- Protecting the security and integrity of our systems;
- Preventing fraud, misuse or unlawful activity;
- Complying with legal and regulatory requirements;
- Responding to lawful requests from authorities;
- Establishing, exercising or defending legal claims; and
- Communicating with you for other legitimate business purposes.

We will not use your personal information for purposes that are incompatible with the purpose for which it was collected unless permitted or required by law.

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6. CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Landingpages Limited uses customer relationship management (CRM) systems and business administration systems to manage information relating to our clients, prospective clients, suppliers and other business contacts.

Information stored within these systems may include names, business details, telephone numbers, email addresses, correspondence, project information, payment information and other information relevant to our relationship with you.

We use appropriate technical and organisational measures to protect information held within our systems.

Where third-party service providers are used to provide CRM, accounting, payment, communication, hosting or other business services, we take reasonable steps to ensure that such providers process personal information appropriately and in accordance with applicable data protection requirements.

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7. SHARING YOUR INFORMATION

We will not sell your personal information.

We may share personal information with third parties where this is necessary, lawful and appropriate for the purposes described in this Privacy Policy.
These third parties may include:

- Website and landing-page hosting providers;
- IT and technology service providers;
- CRM providers;
- Accounting and financial service providers;
- Payment service providers;
- Professional advisers;
- Legal advisers;
- Contractors and service providers assisting us in providing our services;
- Email, messaging and communications providers;
- Website analytics or security providers;
- Government departments, regulators or authorities where legally required; and
- Courts, law enforcement agencies or other authorised bodies where legally required.

Where third parties process personal information on our behalf, we take reasonable steps to ensure appropriate contractual, technical and organisational safeguards are in place.
We may also disclose information where necessary to establish, exercise or defend our legal rights or where disclosure is required by law.

Where legally permitted and appropriate, we will endeavour to notify you if we are required to disclose your information to a public authority or other third party.

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8. HOSTING AND STORAGE

Your information may be stored electronically using secure servers, cloud-based systems and other technology providers used by Landingpages Limited.

Our hosting and technology providers provide infrastructure and storage services to us. Where appropriate, their access to personal information is restricted to what is necessary to provide the relevant service.

We take reasonable steps to ensure that personal information remains appropriately protected while being stored or processed.

Where personal information is transferred outside the United Kingdom, we will take appropriate steps to ensure that the transfer is lawful and that appropriate safeguards are in place where required by applicable data protection law.

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9. SECURITY OF YOUR INFORMATION

Landingpages Limited takes reasonable technical and organisational measures to protect personal information against:

- Unauthorised access;
- Unauthorised disclosure;
- Accidental loss;
- Destruction;
- Unauthorised alteration;
- Misuse; and
- Other unlawful or unauthorised processing.
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Depending on the service or system concerned, security measures may include access controls, password protection, encryption, secure connections, authentication procedures, system monitoring and restricted access.

However, no internet transmission or electronic storage system can be guaranteed to be completely secure.

You should therefore take reasonable steps to protect your own information, including keeping passwords, account credentials and other security information confidential.
If we become aware of a personal data breach that requires notification under applicable law, we will take appropriate action and make any required notifications within the applicable legal requirements.

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10. HOW LONG WE KEEP YOUR INFORMATION

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected.

The length of time information is retained will depend on factors including:

- The nature of our relationship with you;
- The services provided;
- Contractual requirements;
- Legal and regulatory requirements;
- Accounting and financial record-keeping requirements;
- The establishment, exercise or defence of legal claims;
- Business administration requirements; and
- Whether we have a legitimate ongoing reason to retain the information.

Certain information may need to be retained for longer periods where required by law or where necessary to establish, exercise or defend legal rights.

When personal information is no longer required, we will take reasonable steps to securely delete, destroy or anonymise it.

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11. YOUR DATA PROTECTION RIGHTS

Subject to applicable legal conditions and exemptions, you may have rights under UK data protection law including the right to:

- Request access to personal information we hold about you;
- Request correction of inaccurate or incomplete information;
- Request deletion of your personal information in certain circumstances;
- Request restriction of processing in certain circumstances;
- Object to certain processing, including certain direct marketing;
- Request the transfer of certain information to another organisation (data portability);
- Withdraw consent where processing is based on consent; and
- Complain to the Information Commissioner's Office (ICO).

These rights are not absolute and may be subject to legal exemptions or other applicable requirements.

For example, we may need to retain certain information where this is necessary to comply with a legal obligation or to establish, exercise or defend legal claims.

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12. ACCESSING OR CORRECTING YOUR INFORMATION

You are responsible for providing accurate and up-to-date information to us where appropriate.

If you believe information, we hold about you is inaccurate, incomplete or out of date, please contact us and request that it is corrected.

You may also request access to personal information we hold about you.
Requests should be made in writing to:

Email: hello@landingpagesltd.co.uk

We will consider and respond to your request in accordance with applicable data protection legislation.

We may request additional information where reasonably necessary to verify your identity before releasing personal information.

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13. MARKETING COMMUNICATIONS

We may communicate with clients and business contacts regarding our services, projects, products, offers and other information that may be relevant to our business relationship. Depending on the circumstances, marketing communications may be sent by:

- Email;
- Telephone;
- WhatsApp;
- Post; or
- Other appropriate communication channels.

Where consent is required by law, we will obtain appropriate consent before sending marketing communications.

You can unsubscribe from non-essential marketing communications at any time by following the unsubscribe instructions contained in the communication or by contacting us at:

hello@landingpagesltd.co.uk

Please note that opting out of marketing communications will not necessarily stop essential service-related communications.

For example, we may still need to contact you regarding invoices, payments, contractual matters, project approvals, account administration, security matters or other communications necessary to provide services or manage our relationship with you.

Electronic marketing and cookie use are also subject to applicable PECR requirements in addition to UK data protection law.

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14. WHATSAPP AND ELECTRONIC COMMUNICATIONS

Where you provide us with a telephone or mobile number and communicate with us using WhatsApp or another electronic messaging service, we may use that communication channel to communicate with you regarding your project, services, account, invoices, payments, approvals and other relevant business matters.

You should be aware that third-party communication platforms may process information in accordance with their own privacy policies and terms.

Landingpages Limited does not control the privacy practices of third-party communication providers.

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15. WEBSITE INFORMATION AND ANALYTICS

When you visit our website, we may collect certain technical information relating to your visit.

This may include:

- IP address;
- Browser type;
- Device type;
- Operating system;
- Pages visited;
- Date and time of visits;
- Referring website;
- General website usage information; and
- Other technical information necessary for website security and operation.

We may use this information to:

- Maintain and secure our website;
- Diagnose technical problems;
- Monitor website performance;
- Understand how visitors use our website;
- Improve our website and services; and
- Detect and prevent fraudulent or malicious activity.

Where analytics information is collected, we will seek to use appropriate safeguards and, where required, obtain consent.

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16. COOKIES

Our website may use cookies and similar technologies.

Cookies are small text files that may be placed on your device when you visit a website. They can be used for purposes such as website functionality, security, remembering preferences and analysing website usage.

We may use:

Strictly Necessary Cookies
These cookies may be necessary for the website to operate correctly, provide security or deliver a service that you have requested.

Analytics Cookies
These cookies may help us understand how visitors use our website and help us improve its performance.

Preference Cookies
These cookies may remember choices or preferences made when using our website.

Other Cookies
Depending on the services integrated into our website, third-party cookies or similar technologies may be used.
Non-essential cookies and similar technologies will only be used where the required consent has been obtained.

Under applicable UK rules, organisations must provide clear information about cookies and obtain appropriate consent for non-essential cookies.
You can also control or delete cookies through your browser settings, although disabling certain cookies may affect website functionality.

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17. THIRD-PARTY WEBSITES

Our website and client landing pages may contain links to third-party websites, including websites, social media platforms and other online services.

These websites are not controlled by Landingpages Limited.

If you follow a link to a third-party website, that organisation may collect and process your information in accordance with its own privacy policy.
We recommend reviewing the privacy policy of any third-party website that you visit.
Landingpages Limited is not responsible for the privacy practices, security or content of third-party websites.

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18. CHILDREN'S INFORMATION

Our services are primarily directed towards businesses and adults.
We do not knowingly seek to collect personal information from children where such collection is not necessary for our services.
If you believe that a child has provided personal information to us without appropriate consent or authorisation, please contact us so that we can investigate and take appropriate action.

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19. INTERNATIONAL DATA TRANSFERS

Some of the technology, software or service providers used by Landingpages Limited may operate or process information outside the United Kingdom.

Where personal information is transferred outside the UK, we will take reasonable steps to ensure that the transfer is carried out in accordance with applicable UK data protection law and that appropriate safeguards are in place where required.

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20. CONFIDENTIALITY

Landingpages Limited expects employees, contractors and other persons who have legitimate access to personal information in connection with our business to maintain appropriate confidentiality.

Access to personal information is limited to those who reasonably require it for legitimate business purposes.

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21. DATA BREACHES

We take the security of personal information seriously.

If we identify or become aware of a personal data breach, we will assess the incident and take appropriate steps to contain, investigate and remedy it.

Where applicable, we will notify the Information Commissioner's Office and/or affected individuals within the timescales required by law.

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22. COMPLAINTS

If you have concerns about how we have handled your personal information, we encourage you to contact us first so that we have an opportunity to investigate and address your concerns.

Please contact:

Landingpages Limited
Email: hello@landingpagesltd.co.uk

You also have the right to complain to the UK's data protection regulator:

Information Commissioner's Office (ICO)

The ICO provides information and guidance regarding data protection rights and complaints.

You can find further information through the ICO's website.

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23. PRIVACY POLICY CHANGES

We may update this Privacy Policy from time to time to reflect changes in our business, services, technology, legal requirements or data protection practices.

Any updated version will be published on our website.

The revised Privacy Policy will become effective from the date it is published unless otherwise stated.

We recommend checking this page periodically to ensure that you are aware of any changes.

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24. CONTACT US

If you have any questions about this Privacy Policy, how we use your personal information, or wish to exercise your data protection rights, please contact us.
Landingpages Limited

Email: hello@landingpagesltd.co.uk

Website: www.landingpagesltd.co.uk

We will endeavour to acknowledge and respond to privacy-related enquiries as soon as reasonably practicable and within the timescales required by applicable data protection legislation.

IMPORTANT INFORMATION

This Privacy Policy is intended to provide clear information about how Landingpages Limited handles personal information. It should be read together with any applicable website terms and conditions, cookie notice, customer terms and other contractual documentation.

Where there is a specific legal requirement relating to the processing of personal information, Landingpages Limited will comply with the applicable legal requirement.

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