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# Web Gurus Ltd. Privacy Policy

**Effective Date:** [24/09/2024]

At Web Gurus Ltd. ("we," "our," "us"), we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy outlines how we collect, use, and safeguard your information when you visit our website (webgurus.uk) and interact with our services.

## 1. Information We Collect

We collect various types of information from our website visitors, clients, and potential clients. This includes:

### Personal Information:

- **Contact details:** such as your name, email address, phone number, and postal address.
- **Business details:** such as your company name, website URL, and social media profiles.

### Automatically Collected Information:

- **Device and browser data:** such as your IP address, browser type, and operating system.
- **Website usage data:** including cookies, tracking pixels, and similar technologies that collect information on how you use our website.

### Third-Party Data:

- **Social Media Integrations:** If you interact with us through social media platforms, we may collect publicly available information from these platforms.

## 2. How We Use Your Information

We use your information to provide, maintain, and improve our services. Specific uses include:

- **Service delivery:** To communicate with you, manage projects, and deliver digital marketing services.
- **Client support:** Responding to inquiries, solving technical issues, and improving user experience.

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- **Marketing purposes:** With your consent, we may send you marketing communications, newsletters, or promotional offers.
  - **Analytics:** To analyze website usage and improve the performance of our services.
  - **Legal compliance:** To comply with any legal obligations, regulations, or to defend against legal claims.

### 3. Sharing Your Information

We may share your information with:

- **Service providers:** Third-party vendors, such as website hosting providers, email service providers, and analytics partners, who help us deliver our services.
- **Legal authorities:** We may disclose your information if required by law, such as in response to a court order or government request.

### 4. Your Data Protection Rights

Under the GDPR and other applicable privacy laws, you have certain rights regarding your personal data:

- **Access:** You can request a copy of your personal information we hold.
- **Correction:** You can ask us to correct any inaccurate information.
- **Deletion:** You have the right to request the deletion of your personal data.
- **Restriction:** You can request us to restrict the processing of your data under certain circumstances.
- **Objection:** You may object to the processing of your data for direct marketing or other purposes.
- **Portability:** You have the right to receive your data in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us at [info@webgurus.uk](mailto:info@webgurus.uk).

### 5. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to:

- Improve the user experience on our website.
- Analyze traffic and performance of our website.
- Provide personalized content and ads.

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You may adjust your cookie preferences or disable cookies through your browser settings.

## **6. Data Security**

We implement technical and organizational measures to protect your personal data from unauthorized access, disclosure, alteration, and destruction. Despite these efforts, no system can guarantee absolute security, and you use our website at your own risk.

## **7. Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.

## **8. International Data Transfers**

If you are located outside the UK, please note that your personal data may be transferred to and processed in the UK or other countries where we or our third-party service providers operate. We ensure that such data transfers comply with applicable data protection laws.

## **9. Changes to this Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our practices or for legal or regulatory reasons. Any updates will be posted on this page with the new effective date.

## **10. Contact Us**

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

**Web Gurus Ltd.**

**Email:** [info@webgurus.uk](mailto:info@webgurus.uk)