

# Privacy Policy

Effective Date: 10/1/2025

## 1. Information We Collect

We may collect the following types of information:

- Personal Information: Name, email address, phone number, and other details you provide via contact forms or subscriptions.
- Usage Data: IP address, browser type, pages visited, and time spent on our site.
- Cookies and Tracking: We use cookies to enhance user experience and analyze site traffic.

## 2. How We Use Your Information

We use your information to:

- Provide and improve our marketing services.
- Respond to inquiries and communicate with you.
- Send newsletters or promotional materials (if you opt-in).
- Analyze website performance and user behavior.

## 3. Legal Basis for Processing

We process your personal data based on:

- Your consent.
- Performance of a contract.
- Compliance with legal obligations.
- Legitimate business interests.

## 4. Sharing Your Information

We do not sell your personal data. We may share information with:

- Service providers assisting in website hosting, analytics, or email delivery.
- Legal authorities when required by law.

## 5. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes outlined in this policy or as required by law.

## 6. Your Rights

Under UK GDPR, you have the right to:

- Access, correct, or delete your personal data.
- Withdraw consent at any time.
- Object to processing or request data portability.

To exercise these rights, contact us at: [kerry@brightthinkingmarketing.co.uk](mailto:kerry@brightthinkingmarketing.co.uk)

## 7. Security

We implement appropriate technical and organizational measures to protect your data from unauthorized access, alteration, or disclosure.

## 8. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for their privacy practices.

## 9. Updates to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date.

## Contact Us

Bright Thinking Marketing

Email: [kerry@brightthinkingmarketing.co.uk](mailto:kerry@brightthinkingmarketing.co.uk)

Phone: **01702 411877**