

Privacy Policy

1. Introduction

This Privacy Policy explains how Brass Tacks Development Ltd (“the Company”, “we”, “us”, “our”) collects, uses, processes, and protects personal data in accordance with applicable data protection legislation, including the UK GDPR and the Data Protection Act 2018.

We are committed to ensuring that personal data is handled lawfully, fairly, and transparently, and that appropriate technical and organisational measures are in place to safeguard such data.

2. Data Controller

Brass Tacks Development Ltd is the data controller in respect of the personal data described in this policy.

For any queries relating to this policy or to exercise your rights, please contact: [Insert contact email address]

3. Categories of Personal Data

We may collect, store, and process the following categories of personal data:

- Identification data (e.g. name)
- Contact data (e.g. email address, telephone number)
- Professional data (e.g. job title, employer, sector)
- Transactional and service data (e.g. course bookings, attendance records, enquiry history)
- Communication data (e.g. correspondence, call notes, meeting records)
- Technical and usage data (e.g. IP address, browser type, website interaction data collected via cookies and similar technologies)

We do not intentionally collect special category data.

4. Sources of Personal Data

We collect personal data directly from you when you submit an enquiry, download materials, attend training, communicate with us, or interact with our website.

We may also hold personal data relating to individuals with whom we have had direct business interactions in a professional context.

5. Purposes of Processing

We process personal data to respond to enquiries, deliver services, manage bookings, communicate with you, improve our services, and comply with legal obligations.

6. Marketing and Advertising Activities

We may use personal data to support our marketing and promotional activities, including communicating with you about our services and ensuring that our communications are relevant to individuals with a professional interest in what we offer.

This may involve the use of third-party platforms, including services provided by Microsoft and similar providers, to assist in the delivery and optimisation of marketing communications.

In all cases, we take steps to ensure that such activity is proportionate, limited to what is necessary, and carried out in a manner consistent with applicable data protection law. We do not sell personal data to third parties.

We only undertake marketing activity where we consider it to be reasonable and expected, having regard to the nature of our relationship with the individual and the context in which their data was obtained. We also take steps to ensure that individuals can exercise control over how their data is used for marketing purposes.

Individuals have the right to object to the processing of their personal data for marketing purposes at any time (see Section 12).

7. Lawful Basis for Processing

We process personal data under consent, legitimate interests, contractual necessity, and legal obligation, as appropriate.

8. Data Sharing and Disclosure

We do not sell personal data. We may share data with trusted third parties including IT providers, advertising platforms, and professional advisers, in compliance with applicable laws.

9. International Transfers

Where data is transferred outside the UK, appropriate safeguards will be applied.

10. Data Retention

We retain data only as long as necessary for business or legal purposes, after which it is deleted or anonymised.

11. Data Security

We implement appropriate technical and organisational measures to protect personal data.

12. Your Rights

You have rights to access, correct, delete, restrict, object, and withdraw consent. You may also lodge a complaint with the Information Commissioner's Office.

13. Cookies

We use cookies to enhance user experience and support marketing. Preferences can be managed via our website.

14. Updates to This Policy

We may update this policy from time to time.

15. Contact Details

Brass Tacks Development Ltd
128 City Road, London, EC1V 2NX