

Privacy Policy

Last Updated: **February 2025**

1. Overview

Spark Business Networking Limited ("Spark Business Networking," "we," "us," or "our") respects your privacy and is committed to protecting it through compliance with this **Privacy Policy**. This Privacy Policy describes how we collect, use, and safeguard your **Personal Data** when you visit our website (<https://sparkbusinessnetworking.co.uk/>) or engage with our services.

By using our website or services, you agree to the terms outlined in this Privacy Policy. If you do not agree with any part of this policy, please refrain from using our website and services.

This Privacy Policy complies with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Information We Collect

We may collect two types of information from you:

a) Personal Data

Personal Data refers to information that identifies you as an individual, such as:

- Name
- Email address
- Phone number
- Business name and job title
- Billing and payment details
- Communications preferences

b) Non-Personal Data

Non-Personal Data refers to information that does not directly identify you, such as:

- Browser type and version
- Device and operating system
- IP address (anonymised where possible)
- Website usage data (pages visited, time spent on pages, referral sources)
- Cookies and tracking technologies (see **Cookies Policy** below)

3. How We Collect Your Information

We collect data through the following means:

- **Directly from you:** When you fill out a form, subscribe to a newsletter, register for an event, or contact us.

- **Automatically:** Through cookies, analytics tools, and server logs when you use our website.
- **Third-party sources:** From business partners, publicly available sources, or referrals with your consent.

4. How We Use Your Personal Data

We use your Personal Data for the following purposes:

- **To provide and manage our services:** Including event registration, membership benefits, and customer support.
- **To communicate with you:** Responding to inquiries, sending newsletters, updates, or promotional materials.
- **To improve our services:** Analysing website performance and user behaviour.
- **To comply with legal obligations:** Including tax and accounting requirements.
- **To enhance security:** Detecting and preventing fraud, data breaches, or misuse of our services.

5. Legal Basis for Processing Personal Data

Under UK GDPR, we rely on the following lawful bases to process your data:

- **Your consent:** When you opt into newsletters or marketing communications.
- **Performance of a contract:** When you sign up for an event, membership, or service.
- **Legal obligation:** When required to comply with laws and regulations.
- **Legitimate interests:** For business operations, service improvements, or network security, provided that these interests do not override your fundamental rights.

6. How We Share Your Data

We do **not** sell or rent your Personal Data. However, we may share it with:

- **Service providers:** Third-party vendors who assist with website hosting, marketing, or event management.
- **Legal authorities:** If required by law, regulatory requirements, or in response to a legal request.
- **Business partners:** When co-hosting events or networking opportunities, with your explicit consent.

7. Data Retention

We retain your Personal Data only for as long as necessary to fulfil the purposes outlined in this policy, comply with legal obligations, or resolve disputes. The retention period varies depending on the type of data and legal requirements.

8. Your Rights Under UK GDPR

You have the following rights regarding your Personal Data:

- **Right to access:** Request a copy of your Personal Data.
- **Right to rectification:** Correct any inaccurate or incomplete data.
- **Right to erasure:** Request deletion of your data, subject to legal obligations.
- **Right to restrict processing:** Limit how we use your data in certain circumstances.
- **Right to data portability:** Request transfer of your data to another organisation.
- **Right to object:** Withdraw consent for marketing communications.
- **Right to lodge a complaint:** File a complaint with the UK **Information Commissioner's Office (ICO)** if you believe your rights have been violated.

To exercise your rights, please contact us using the details in Section 11.

9. Cookies Policy

We use cookies and similar technologies to enhance user experience and analyse website traffic. By using our website, you consent to the use of cookies. You can manage cookie preferences through your browser settings. For more details, please refer to our **Cookies Policy** (linked separately on our website).

10. Data Security

We implement appropriate technical and organisational measures to protect your Personal Data from unauthorised access, loss, or misuse. While we strive to secure your data, no system is 100% secure. If you suspect a data breach, please contact us immediately.

11. How to Contact Us

For any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

Spark Business Networking Limited

Email: info@sparkbusinessnetworking.co.uk

Website: <https://sparkbusinessnetworking.co.uk/>

12. Policy Updates

We may update this Privacy Policy periodically. Any changes will be posted on our website with the updated **Last Updated** date. Your continued use of our services signifies acceptance of any revised terms.

This Privacy Policy ensures compliance with **UK GDPR** and **Data Protection Act 2018** while maintaining transparency and safeguarding user rights.