

# Privacy Policy

Last updated: 01.01.2026

This Privacy Policy explains how PYPLINE Marketing Systems ("PYPLINE", "we", "us", "our") collects, uses, and protects your personal data.

## 1. Who We Are

PYPLINE Marketing Systems is responsible for your personal data under this policy.

Contact details:

- Business name: PYPLINE Marketing Systems
- Email: [pyplinemarketing@gmail.com](mailto:pyplinemarketing@gmail.com)
- Website: [pyline.co.uk](http://pyline.co.uk)

## 2. What Data We Collect

We may collect and process the following information:

- Name and business name
- Email address
- Phone number
- Website URL
- Business information you provide in forms or applications
- Technical data (IP address, browser type, device type)
- Usage data (pages visited, actions taken)

## 3. How We Collect Your Data

We collect data when you:

- Submit a form on our website
- Apply for an offer, service, or cohort
- Contact us by email, phone, or social media
- Use our website (via cookies and analytics tools)

## 4. How We Use Your Data

We use your data to:

- Respond to enquiries and applications
- Assess suitability for offers or services
- Deliver and manage our services
- Send service-related communications
- Improve our website and systems
- Comply with legal obligations

## 5. Legal Basis for Processing

We process your data under one or more of the following legal bases:

- Your consent
- Performance of a contract or steps leading to a contract
- Legitimate business interests
- Legal or regulatory obligation

## 6. How We Store and Protect Your Data

We store your data securely using appropriate technical and organisational measures. Access is restricted to authorised personnel only.

We retain personal data only for as long as necessary for the purposes it was collected.

## 7. Sharing Your Data

We may share your data with:

- Software and service providers that support our operations (e.g. CRM, email, hosting platforms)
- Professional advisers (e.g. accountants, legal advisers)
- Authorities if legally required

We never sell your personal data.

## 8. International Transfers

Some of our tools may store data outside the UK. Where this happens, we ensure appropriate safeguards are in place to protect your data in line with UK GDPR.

## 9. Your Rights

You have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, contact us at [insert contact email].

## 10. Cookies

Our website uses cookies to improve your experience and analyse usage. You can control cookies through your browser settings and our cookie banner where available.

## **11. Marketing Communications**

We may send you marketing emails if you have opted in or where permitted under legitimate interest. You can unsubscribe at any time using the link in our emails or by contacting us.

## **12. Changes to This Policy**

We may update this policy from time to time. Any changes will be published on this page with an updated date.

## **13. Contact Us**

If you have any questions about this policy or how we handle your data, contact:

PYPLINE Marketing Systems

Email: [pyplinemarketing\@gmail.com](mailto:pyplinemarketing\@gmail.com)