

PRIVACY POLICY

Effective Date: 2024-10-28

Your privacy is important to us, and Alpha Commerce Ltd., a business consultancy service provider based in England, has created this Privacy Policy ("Policy") to inform you of the information we collect when you visit our website, <https://alphacommerce.co.uk> ("Site"), why we collect it, and how we use it.

The terms "You," "Your," "Yours," and "User" refer to the person or entity using our Site. "We," "Us," and "Our" refer to Alpha Commerce Ltd. and its affiliates.

If you have questions about this Policy or any requests regarding personal data processing, please contact us at info@alphacommerce.co.uk.

1. INFORMATION WE COLLECT FROM YOU

We collect information necessary for providing our services and fulfilling legal obligations. The information we may collect includes:

- **Account Signup Information:** When you create an account, we may collect information such as your email, name, surname, and phone number.
- **Communication Data:** We collect information from emails, chats, and other forms of communication to respond to your inquiries and improve our services.

2. INFORMATION WE COLLECT AUTOMATICALLY

When you use our Site, we may collect certain data automatically to enhance user experience and ensure compliance:

- **Log Data and Device Information:** We collect log data, including IP addresses, browser type, ISP, operating system, and date/time stamps.
 - **Cookies and Tracking Technologies:** We use cookies, beacons, and tracking codes to improve functionality. For more details, please see our Cookie Policy.
 - **Geo-location Data:** We may collect approximate location data based on your IP address to offer a more customized experience.
 - **Usage Information:** We use tools such as Google Analytics to gather insights about your interactions with the Site.
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3. HOW WE USE YOUR INFORMATION

We process your data according to data protection principles for the following purposes:

- **To improve our services:** We use your data to enhance and personalize the Site's functionality.
 - **Legal Compliance:** To meet regulatory requirements and safeguard our business interests.
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4. COOKIES

Cookies are small files stored on your device to improve your browsing experience. They enable us to recognize you on future visits. You can manage your cookie preferences through our Cookie Consent Banner or learn more about cookies at www.allaboutcookies.org.

5. INFORMATION FROM MINORS

Our Site is not intended for users under 18. We do not knowingly collect data from minors. If we find that we have inadvertently gathered data from a minor, we will delete it. Please contact us if you suspect we may have collected such data.

6. SENSITIVE INFORMATION

We do not collect sensitive information (e.g., political, religious, health, or biometric data). Please do not provide such data. If you believe sensitive data has been collected, contact us for removal.

7. DATA RETENTION

We retain personal information as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce agreements. Data will be deleted when no longer needed.

8. YOUR RIGHTS

You have various rights under data protection laws:

- Right to Access: Request access to your personal data.
- Right to Rectify: Correct or update any inaccurate information.
- Right to Object: Withdraw consent for data processing where applicable.
- Right to Erasure: Request deletion of data under specific circumstances.
- Right to Lodge a Complaint: Contact your local Data Protection Authority if you believe your rights are violated. We encourage reaching out to us first for resolution.

9. POLICY APPLICATION

This Policy applies solely to services provided by Alpha Commerce Ltd. and does not cover services by third parties linked from our Site.

10. POLICY UPDATES

This Policy may be updated occasionally. We will notify users by posting the updated Policy on our Site. For significant changes, we may provide additional notice, such as email notifications.

11. ACCEPTANCE OF THIS POLICY

By using our Site, you acknowledge that you have read and accepted this Privacy Policy. Continued use of the Site implies acceptance of any updated terms.

12. CONTACT US

For questions regarding this Policy or data collection practices, please reach out:

Alpha Commerce Ltd.

Broxbournebury Mansion House, White Stubbs Lane, Broxbourne,
Hertfordshire, England, EN10 7PY

info@alphacommerce.co.uk