Privacy Policy

Element Digital ("we," "us," or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you interact with us, whether through our website, by email, by phone, or in the course of providing our services.

1. Information We Collect

We may collect and process the following types of personal information:

- **Contact details** (e.g., name, business name, email address, telephone number, postal address).
- **Order and account information** (e.g., billing details, shipping information, order history).
- **Technical data** (e.g., IP address, browser type, operating system, and usage data when visiting our website).
- **Communications** (e.g., emails, enquiries, and correspondence with us).

2. How We Use Your Information

We use your personal information for the following purposes:

- To process and fulfil orders you place with us.
- To provide customer support and respond to your enquiries.
- To manage accounts, invoices, and payments.
- To send service updates, notices, or important changes to our terms.
- To improve our website, products, and services.
- To comply with legal and regulatory obligations.

3. Legal Basis for Processing

We process your personal information on the following lawful bases:

- **Contractual necessity** – to perform a contract with you (e.g., fulfilling an order).
- **Legitimate interests** – for our business operations, provided your rights are not overridden.
- **Legal obligation** – where we must comply with applicable laws and regulations.
- **Consent** – where you have given explicit consent (e.g., marketing emails).

4. Sharing Your Information

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

- Trusted third-party service providers (e.g., couriers, IT providers, payment processors).
- Professional advisers (e.g., accountants, legal advisers).
- Regulatory bodies, if required by law.

All third parties are required to process your data securely and in accordance with data protection law.

5. Data Retention

We will retain your personal information only for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting, or reporting requirements.

6. Data Security

We take appropriate technical and organisational measures to safeguard your personal information against loss, misuse, or unauthorised access.

7. Your Rights

You have the following rights under data protection law:

- The right to access the personal information we hold about you.
- The right to request correction of inaccurate or incomplete data.
- The right to request deletion of your data where it is no longer necessary.
- The right to object to processing for direct marketing purposes.
- The right to request restriction of processing in certain circumstances.
- The right to data portability, allowing you to obtain and reuse your data.

To exercise your rights, please contact us at **info@elementdigital.co.uk**.

8. Cookies

Our website may use cookies to enhance user experience and gather analytics. You can set your browser to refuse cookies or alert you when cookies are being used.

9. Changes to This Policy

We may update or amend this Privacy Policy at any time to reflect changes in our practices, legal requirements, or other factors. Any updates will take effect immediately upon being posted on our website, unless otherwise stated. We encourage you to review this page periodically to stay informed about how we protect your information.

10. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal information, please contact us:
Email: info@elementdigital.co.uk
Address: Saltergate Business Park, 2-3 Burley Bank Rd, Killinghall, Harrogate HG3 2BX