

# PrimePath Privacy Policy

Last Updated: 11 February 2025

## 1. Who We Are

PrimePath Services Limited (Company No. 16236750)

✉ info@theprimepath.co.uk

## 2. What We Collect & Why

Data Type	Collection method	Purpose	Kept For
Email addresses	Mailing list sign-up	Service updates & offers	Until unsubscribed
Name/phone via WhatsApp chat	Enquiry form redirect	Respond to service requests	28 days
IP address	Website analytics	Improve user experience	26 months

***We never sell your data.***

## 3. Legal Basis

- Legitimate Interest: Replying to enquiries (GDPR Art 6(1)(f))
- Soft Opt-In: Email marketing to existing/potential clients (PECR Reg 22)
- Consent: Website analytics cookies.


## 4. Your Rights

- See/Download your data → Email "Subject Access Request"
- Fix Mistakes → Reply to any email
- Delete Data → Unless required by law (e.g., invoices)
- Opt-Out → Unsubscribe link in all emails

*We respond within 14 days.*

## **5. Security & Breaches**

### **"Nuclear-Grade" Protection:**

-  SSL encrypted website
- Staff privacy training every 6 months
- Annual security checks

### **Breach Response:**

- Report to ICO within 72hrs if risk identified
- Notify affected users promptly
- *Liability Note:* See [T&Cs Section 5] for limitations

## **6. Cookies**

### **Essential:**

- WhatsApp session continuity
- Cookie preference memory.

## **7. Changes & Questions**

- Updates posted here with new date
- Complaints? Contact: [info@theprimepath.co.uk](mailto:info@theprimepath.co.uk)