Privacy Notice

Under UK data protection law, individuals have specific rights in relation to their personal data. This Privacy Notice explains how PPC Geeks Ltd collects, uses, stores and shares personal data and how we protect the information we process.

This notice applies to personal data relating to our clients and their representatives, employees, sales leads and other individuals we interact with in the course of our business.

It should be read alongside our overarching GDPR at PPC Geeks Ltd policy and other relevant data protection policies and procedures.

We do not sell your personal data.

Who we are

We are PPC Geeks Ltd, based at Hanover Buildings, 11-13 Hanover Street, Liverpool, L1 3DN, UK.

Company No: 11506925
Telephone: 01565 361001
Email: office@ppcgeeks.co.uk
Data Protection: dpo@ppcgeeks.co.uk

Data Protection Contact

We take the protection of personal data very seriously.

We have appointed a **Data Protection Administrator, Lee Sinclair**, who is the first point of contact for any matters regarding personal data held or processed by PPC Geeks Ltd.

Lee can be contacted by telephone, email or post using the contact details above.

Our lawful bases for processing personal data

Under the UK General Data Protection Regulation (UK GDPR), we will only process personal data where we have an appropriate lawful basis for doing so.

Depending on the circumstances and the purpose of the processing, the lawful bases we may rely on include:

- Consent – where you have given consent for us to process your personal data for a specific purpose. Where processing is based on consent, you can withdraw your consent at any time.
- Contractual necessity – where processing is necessary to enter into or perform a contract with you or your organisation.
- Legal obligation – where we are required to process personal data to comply with a legal or regulatory obligation.
- Legitimate interests – where processing is necessary for our legitimate business interests, or those of a third party, provided those interests are not overridden by your rights and freedoms.

The appropriate lawful basis will depend on the specific purpose for which the information is being processed.

Where we rely on legitimate interests, you may have the right to object to that processing. If you object, we will stop processing unless we have compelling legitimate grounds that override your interests, rights and freedoms, or we need to continue processing the information for the establishment, exercise or defence of legal claims.

For direct marketing and related profiling or audience matching, we will respect applicable objections and opt-outs.

Which personal data we collect

Depending on your relationship with PPC Geeks, we may collect, use, store and transfer different categories of personal data.

This may include:

- Identity Data – such as your name, job title and business information
- Contact Data – such as your email address, telephone number, postal address and business contact details
- Financial Data – such as payment and billing information
- Transaction Data – details about payments and services purchased
- Technical Data – such as IP addresses, approximate location, browser information, device information and other technical identifiers
- Profile Data – such as your preferences, interests and interactions with us
- Usage Data – information about how you use our website, services or communications
- Marketing and Communications Data – your preferences in receiving marketing communications and your communication history with us
- Employment Data – where you are an employee, contractor or other member of our team
- Sales and Enquiry Data – information provided when you enquire about our services

We will only collect personal data that is relevant and necessary for the purposes for which it is being processed.

How we obtain personal data

Most of the personal information we process is provided to us directly by you. This may happen when you:

- Contact us about our services
- Submit an enquiry through our website
- Request a free audit
- Book a call or consultation
- Become a client
- Provide information as part of our client onboarding process
- Subscribe to our newsletter or other marketing communications
- Download content or resources from our website
- Request a callback or contact from our team
- Communicate with us by telephone, email or other communication channels
- Apply for or undertake employment with PPC Geeks

We may also receive information about you from third parties, including:

- Advertising platforms such as Google, Meta, Microsoft and LinkedIn
- Analytics, call tracking and scheduling tools
- Our partners and referrers
- Publicly available sources, such as LinkedIn and Companies House
- Other third parties where they are lawfully entitled to provide us with your information

We only use information received from third parties where we have an appropriate lawful basis to do so.

How we use personal data

We may use personal data for a range of business, contractual, operational and marketing purposes.

This may include:

- To respond to enquiries and requests for information
- To provide and manage our services, including free audits and consultations
- To register and manage client relationships
- To send reports, proposals, recommendations and follow-up communications
- To communicate with clients, employees, sales leads and other contacts
- To process payments and manage financial administration

- To provide customer and account support
- To improve our website, services, systems, marketing and customer relationships
- To run surveys, webinars, events and promotions
- To send relevant marketing communications where we have an appropriate lawful basis to do so
- To carry out advertising and audience matching activities
- To maintain appropriate business, financial, tax and compliance records
- To comply with legal and regulatory obligations
- To manage our business operations
- To protect the security of our systems and information
- To prevent fraud, misuse and other unauthorised activity
- To monitor and improve the performance of our website and marketing
- To establish, exercise or defend legal claims where necessary

We will only use personal data for purposes that are compatible with the reason it was originally collected, or where we otherwise have an appropriate lawful basis to do so.

Sharing your personal data

We do not sell your personal data.

We do not share personal data indiscriminately. Where we share personal data, we will only do so where there is an appropriate lawful basis and where the sharing is necessary for a legitimate business, contractual, operational or legal purpose.

We may share personal data with trusted third-party service providers who help us operate our business and provide our services. Depending on the circumstances, these organisations may process personal data on our behalf as Data Processors, or may process information independently where they act as separate Data Controllers.

Where PPC Geeks processes personal data on behalf of a client as a Data Processor, we will process that data in accordance with the client's documented instructions and the terms of the relevant Data Processing Agreement.

We may also share information where:

- We are required to do so by law or regulation
- It is necessary to protect our rights, property, systems or safety, or that of others
- It is necessary to enforce our terms, policies or agreements
- We are involved in a merger, acquisition, sale or similar corporate event, where personal data may be transferred as part of the business, in accordance with applicable data protection requirements

Where we use advertising platforms for audience matching, those platforms may act as separate Controllers of your data in relation to their own processing, and their own privacy policies will also apply.

Third-party service providers

We may share or process personal data through the following third-party organisations:

- Google Analytics – Google Analytics Privacy Policy (US-based)
- Google Tag Manager – Google Tag Manager Privacy Policy (US-based)
- Google Ads – Google Privacy Policy (US-based)
- Swydo – Swydo Privacy Policy (EU-based)
- Mailchimp – Intuit Privacy Statement (US-based)
- Bing / Microsoft Advertising – Microsoft Privacy Statement (US-based)
- Pipedrive – Pipedrive and GDPR (Estonia & US-based)
- Asana – Asana Privacy & Security (US-based)
- SEMrush – SEMrush Privacy Policy (US-based)
- Google Workspace – Google Workspace Data Protection Terms (US-based)
- CookieYes – CookieYes Privacy Policy (UK/EU-based)
- Lovable – Lovable Privacy Policy (US-based)
- Google Cloud – Google Cloud Privacy (US-based)
- Fathom – Fathom Privacy Policy (US-based)
- Instantly – Instantly Privacy Policy (US-based)
- Yet Another Mail Merge (YAMM) – YAMM Privacy Policy (US-based)
- Flywheel / WP Engine – WP Engine Privacy Policy (US-based)
- Cloudflare – Cloudflare Privacy Policy (US-based)
- Zapier – Zapier Privacy Policy (US-based)
- Gravity Forms – Gravity Forms Privacy Policy (US-based)
- 1Password – 1Password Privacy Policy (Canada-based)
- Looker Studio – Google Privacy Policy (US-based)
- Stripe – Stripe Privacy Policy (US-based)
- GoCardless – GoCardless Privacy Policy (UK-based)
- Yay – Yay Privacy Policy (UK-based)
- Eco Web Hosting – Eco Web Hosting Privacy Policy (UK-based)
- Meta Ads – Meta Privacy Policy (US-based)
- OpenAI – OpenAI Privacy Policy (US-based)
- Anthropic - Anthropic Privacy Policy (US-based)
- Descript - Descript Privacy Policy (US-based)

This list may be updated from time to time as we introduce, remove or change service providers. Where appropriate, our internal GDPR documentation and Records of Processing Activities will be updated accordingly.

Targeted Advertising & Audience Matching

We may use personal information, such as email addresses and telephone numbers, for targeted advertising and audience matching.

This may involve providing identifiers, including hashed identifiers, to third-party advertising platforms to create, match or manage advertising audiences.

These platforms may include:

- Google
- Meta (Facebook and Instagram)
- Microsoft
- LinkedIn
- OpenAI, including advertising services associated with ChatGPT
- Other similar advertising platforms we may work with from time to time

This activity may involve:

- Uploading email addresses or telephone numbers directly to an advertising platform
- Providing hashed identifiers that an advertising platform can attempt to match against its own users
- Creating or managing audiences based on individuals who have previously interacted with us
- Showing advertising to existing or prospective customers and other relevant audiences
- Excluding existing clients or other individuals from particular advertising campaigns where appropriate
- Creating similar, lookalike or otherwise comparable audiences based on people who have interacted with our business

For example, we may use audience matching to show relevant advertising to individuals who have previously engaged with PPC Geeks, or to exclude existing clients from campaigns intended specifically to acquire new clients.

We only carry out this activity where we have an appropriate lawful basis under data protection law.

Where PPC Geeks carries out audience matching on behalf of a client, we will do so in accordance with the client's documented instructions and the applicable contractual and data protection requirements.

You may object to this type of use of your personal data where you have the applicable right to do so. You can ask us to remove you from our own advertising audiences by contacting our Data Protection Administrator using the contact details above, or by using the unsubscribe option in our marketing communications where available.

Where an advertising platform processes your personal data for its own purposes, its own privacy policy and controls will also apply.

Cookies and similar technologies

Our website may use cookies and similar technologies to:

- Make the website function properly
- Remember your preferences
- Understand how visitors use our website
- Measure and improve our marketing
- Monitor website performance
- Support advertising and audience measurement
- Show you more relevant advertising on other websites and platforms, where applicable

Some cookies may be necessary for the website to function and cannot be switched off through our systems.

Where consent is required for optional cookies or similar technologies, we will seek your consent through our cookie controls.

You can manage your cookie preferences through the cookie controls provided on our website.

Third-party platforms, including Google and Meta, may also use cookies, pixels or similar technologies in connection with advertising and audience measurement. Their own privacy policies and controls apply to their processing of personal data.

Further information about the cookies and similar technologies used on our website is available in our separate Cookie Policy, which is kept up to date as our website, systems and third-party providers change.

Client data and customer information

Where PPC Geeks provides PPC management, marketing or related services to a client, we may process personal data belonging to that client or its customers.

In many circumstances, PPC Geeks will act as a Data Processor on behalf of the client, with the client acting as the Data Controller.

Where this applies, PPC Geeks will only process personal data in accordance with the client's documented instructions and the terms of our Data Processing Agreement.

In the normal course of our business, we do not seek to access, identify or otherwise use our clients' customers' personal data unless this is necessary to provide the agreed services, comply with our legal obligations or is otherwise authorised by the client.

International data transfers

Some of our third-party service providers and advertising platforms are based outside the UK and the European Economic Area (EEA), or may process personal data in those locations.

Where personal data is transferred outside the UK, we will take appropriate steps to ensure that the transfer is lawful and that appropriate safeguards are in place in accordance with applicable UK data protection legislation.

These safeguards may include:

- An adequacy decision made by the UK Government or, where relevant, the European Commission for the destination country
- Standard Contractual Clauses or other approved contractual protections
- Other lawful transfer mechanisms or safeguards recognised under applicable data protection legislation

You can contact our Data Protection Administrator if you would like further information about the safeguards applying to a particular international transfer.

How we protect your personal data

We use a combination of technical and organisational measures to keep personal data secure and to reduce the risk of unauthorised access, loss, misuse, alteration or disclosure.

These measures may include:

- Secure hosting and encryption where appropriate
- Access controls so that only authorised personnel can access personal data
- Appropriate authentication and account security measures
- Restricting access to personal data based on legitimate business requirements
- Regular review and updating of our systems, tools and security measures
- Appropriate security measures when sharing information with third-party providers
- Staff awareness and procedures relating to the secure handling of personal data

No system can be guaranteed to be completely secure. However, we take appropriate steps to protect the personal data we hold and to reduce security risks as far as reasonably possible.

How long we keep your personal data

We retain personal data only for as long as reasonably necessary for the purposes for which it was collected, unless a longer period is required or permitted by law.

The length of time we retain information will depend on factors including:

- The purpose for which the information was collected
- Our ongoing relationship with you or your organisation
- Our contractual obligations
- Legal, regulatory, accounting or reporting requirements
- Our legitimate business requirements
- Whether there is an ongoing need to retain the information for the establishment, exercise or defence of legal claims

When personal data is no longer required, we will securely delete it or otherwise dispose of it in accordance with our data retention procedures.

When personal data is no longer required, we will securely delete it or anonymise it so that you can no longer be identified.

Your legal rights

Depending on the circumstances and the lawful basis on which we process your information, you may have rights under UK data protection law, including:

- The right of access – you can request a copy of the personal data we hold about you.
- The right to rectification – you can ask us to correct inaccurate or incomplete information.
- The right to erasure – in certain circumstances, you can ask us to delete your personal data.
- The right to restrict processing – in certain circumstances, you can ask us to restrict how we use your personal data.
- The right to object – you can object to certain types of processing, including processing based on legitimate interests and certain direct marketing activities.
- The right to data portability – in certain circumstances, you can request that personal data you have provided to us is transferred to you or another organisation.
- The right to withdraw consent – where we rely on consent as our lawful basis, you can withdraw that consent at any time.

These rights are not absolute and may not apply in every circumstance. Where an exemption applies, or where we have another lawful reason to continue processing your data, we will explain this when responding to your request.

To exercise any of your rights, please contact our Data Protection Administrator using the contact details provided above.

We may need to ask you for additional information to confirm your identity before we can act on your request.

Marketing communications

Where we have your consent, or where we are otherwise permitted to contact you based on legitimate interests, we may send you marketing communications including:

- Newsletters and blog content
- Invitations to webinars, events and podcasts
- Offers, updates and information about our services
- Other relevant information about PPC Geeks and our services

You can unsubscribe from marketing communications at any time by using the unsubscribe link included in our emails or by contacting our Data Protection Administrator.

If you unsubscribe from marketing communications, we may still send you non-marketing communications that are necessary for things such as service communications, account information, contractual matters or legal notices.

Data breaches

Should personal data that we control be lost, stolen or otherwise subject to a personal data breach, we will assess the breach and take appropriate action in accordance with applicable data protection legislation.

Where a breach is likely to result in a high risk to an individual's rights and freedoms, we will contact the affected individual without undue delay where required by law.

Where appropriate, we will provide information about the nature of the breach, the steps we are taking to address it and any actions individuals should take to protect themselves.

Complaints

If you have concerns about the way PPC Geeks collects, processes, stores or uses your personal data, please contact our Data Protection Administrator in the first instance so that we can investigate and respond to your concern.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent supervisory authority for data protection.

You can contact the ICO via:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
United Kingdom

ICO website – www.ico.org.uk

Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our business, the personal data we process, the technology and third-party providers we use, or changes to applicable data protection legislation.

The latest version will be made available through our usual communication channels and knowledge base.