



Privacy Policy

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ADD BOOST 360 Limited

COMPANY REGISTRATION NO. 6294297 | 124 City Road, London, EC1V 2NX



Privacy Policy

Effective Date: 06th December 2024

Last Updated: 06th December 2024

ADD BOOST 360 Limited (“we,” “our,” “us”) operates in accordance with the highest standards of data privacy and protection, ensuring compliance with UK laws, including the Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR), as well as internationally accepted privacy standards. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you interact with us.

Company Registration Number: 6294297

Company Address: 124 City Road, London, EC1V 2NX

Website: www.addboost360.com

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1. Information We Collect

We collect information to provide and improve our services, including digital marketing solutions, SEO optimization, social media advertising, and other online marketing services.

1.1 Personal Data

This includes:

- Contact Information: Name, email address, phone number, and business address.
- Business Details: Company name, industry type, and relevant business goals.
- Payment Information: Credit/debit card details and billing information for payment processing.
- Support Interactions: Details from communications (emails, calls, or chat) with our customer service team.

1.2 Technical Data

This includes:

- Website Interaction Data: Pages visited, time spent on pages, and navigation patterns.
- Device Information: IP address, browser type, operating system, and device type.
- Cookies and Tracking: Collected to enhance website functionality and marketing efforts.

1.3 Marketing Preferences

Your preferences regarding receiving marketing updates, newsletters, and offers from us and our partners.

2. How We Use Your Information

We use your information for the following purposes:

- Service Delivery: To fulfil your requests for digital marketing, SEO, and social media advertising services.
- Communication: To contact you about updates, inquiries, or service-related notifications.
- Personalization: To tailor our services and marketing to meet your needs.
- Analytics: To improve our website, services, and marketing strategies.
- Compliance: To adhere to legal obligations, including fraud prevention and dispute resolution.

3. Legal Bases for Processing

We process your data based on:

- Consent: When you explicitly agree to our use of your data (e.g., subscribing to newsletters).
- Contractual Obligation: To provide services you have requested.
- Legal Compliance: To fulfil legal and regulatory obligations.
- Legitimate Interest: To improve services, secure our website, and conduct marketing activities.

4. Sharing Your Information

We may share your information with:

- Service Providers: For hosting, payment processing, analytics, and customer support.
- Legal Authorities: If required by law or to protect our legal rights.
- Third-Party Partners: For co-marketing campaigns, with your consent.

5. International Data Transfers

Your information may be transferred to countries outside the UK. We ensure these transfers are compliant with data protection laws through:

- Standard Contractual Clauses (SCCs).
- Data protection agreements with third-party service providers.

6. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined in this policy or as required by law. Data is securely deleted or anonymized after the retention period.

7. Your Rights

As per the UK GDPR, you have the right to:

- Access: Request a copy of the personal data we hold about you.
- Rectify: Update incorrect or incomplete data.
- Delete: Request the deletion of your data, where permissible.
- Restrict Processing: Limit how we process your data in certain circumstances.
- Object: To data processing, especially for marketing purposes.
- Data Portability: Transfer your data to another provider.
- You can exercise these rights by contacting us at info@addboost360.com

8. Data Security

We implement robust measures to protect your data, including:

- Encryption during data transfer.
- Regular audits of our systems and processes.
- Access controls to restrict unauthorized access.

9. Cookies and Tracking Technologies

Our website uses cookies to enhance user experience. Cookies collect data such as:

- Browsing behaviour on our website.
- Preferences for personalized content.
- You can manage cookie preferences in your browser settings. For more details, see our Cookie Policy.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Significant changes will be communicated via email or through our website.

11. Contact Us

For questions or concerns about this Privacy Policy, contact us:

ADD BOOST 360 Limited

Email: info@addboost360.com

Phone: +447441396776

Address: 124 City Road, London, EC1V 2NX

12. References

Data Protection Act 2018 (UK)

URL: <https://www.legislation.gov.uk/ukpga/2018/12/contents/enacted>

UK General Data Protection Regulation (UK GDPR)

URL: <https://ico.org.uk/for-organisations/data-protection-act-2018/>

ICO Guidelines on Privacy Policies

URL: <https://ico.org.uk/for-organisations/guide-to-data-protection/>

The EU General Data Protection Regulation (GDPR)

URL: <https://eur-lex.europa.eu/eli/reg/2016/679/oj>

This Privacy Policy ensures transparency and compliance with UK and international data protection laws, tailored specifically to the products and services provided by ADD BOOST 360 Limited.