

# Privacy Policy

**Last updated:** 24 October 2025

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## 1. Introduction

Tideshift Limited ("Tideshift Marketing", "we", "our", "us") respects your privacy and is committed to protecting your personal data.

This privacy policy explains how we collect, use, store, and share your personal information when you visit our website, interact with us online, or use our services.

Our website is intended for business and professional use. By using it, you agree to the practices described in this policy.

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## 2. Who We Are

**Tideshift Limited** is a marketing and communications company registered in England and Wales.

- **Company name:** Tideshift Limited
  - **Trading name:** Tideshift Marketing
  - **Registered office:** Unit 5C, S & T Riverside Avenue West, Lawford, Manningtree, Essex, England, CO11 1UN
  - **Company number:** 15964187
  - **Email:** [enquiries@tideshiftmarketing.co.uk](mailto:enquiries@tideshiftmarketing.co.uk)
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### **3. Information We Collect**

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

#### **a. Information you provide directly:**

- Name, email address, phone number, and company details (e.g. when you contact us via forms or email)
- Billing and payment details (for clients and suppliers)
- Job applications or CVs if you apply to work with us

#### **b. Information we collect automatically:**

- Technical information such as your IP address, browser type, operating system, and referring URLs
- Usage data such as pages visited, time spent on the website, and interactions with site content
- Cookies and similar technologies (see Section 9)

#### **c. Information from third parties:**

- Business contact details from publicly available sources (e.g. LinkedIn or company websites)
- Analytics data from Google Analytics or similar platforms

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### **4. How We Use Your Information**

We use your information to:

- Respond to your enquiries and provide our services
- Manage client relationships and process payments
- Improve our website, content, and user experience
- Send marketing communications (where you have consented or where permitted by law)
- Comply with legal or regulatory obligations

We do **not** sell or rent your personal data to third parties.

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## 5. Legal Bases for Processing

Under UK data protection law, we rely on the following lawful bases to process your personal data:

- **Contract:** when processing is necessary for performing a contract with you.
  - **Consent:** when you have given us permission (e.g. to receive marketing updates).
  - **Legitimate interests:** when processing is necessary for our business purposes and does not override your rights.
  - **Legal obligation:** when we must comply with applicable laws or regulations.
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## 6. How We Share Your Data

We may share your personal data with:

- Trusted service providers who support our operations (e.g. IT, hosting, analytics, and payment processors)
- Professional advisers such as accountants, auditors, or legal consultants
- Government or law enforcement authorities where required by law

All third parties are required to respect the confidentiality and security of your data and act only on our instructions.

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## **7. Data Retention**

We retain personal data only for as long as necessary to fulfil the purposes we collected it for, including legal, accounting, or reporting requirements.

When data is no longer required, we securely delete or anonymise it.

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## **8. International Transfers**

We may transfer your personal data outside the UK where necessary (for example, to cloud service providers).

When we do so, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or UK adequacy regulations.

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## **9. Cookies and Analytics**

Our website uses cookies and similar technologies to enhance your experience and analyse traffic.

You can control or disable cookies through your browser settings. For more information, please see our **[Cookie Policy]** (link to be added).

## 10. Your Rights

Under data protection law, you have rights including:

- **Access:** request a copy of your personal data.
- **Rectification:** request correction of inaccurate or incomplete data.
- **Erase:** request deletion of your data where appropriate.
- **Restriction:** request limits on how we process your data.
- **Objection:** object to processing, including for direct marketing.
- **Portability:** request your data in a structured, machine-readable format.

To exercise any of these rights, please contact us at **[enquiries@tideshiftmarketing.co.uk](mailto:enquiries@tideshiftmarketing.co.uk)**.

You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)** at [www.ico.org.uk](http://www.ico.org.uk) if you believe we have not handled your data properly.

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## 11. Data Security

We take appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction.

Despite these safeguards, please note that no online transmission is 100% secure.

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## 12. Updates to This Policy

We may update this policy from time to time. The latest version will always be available on our website with the date of last update shown at the top of the page.

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### **13. Contact Us**

If you have any questions about this Privacy Policy or our data practices, please contact us:

**Email:** [enquiries@tideshiftmarketing.co.uk](mailto:enquiries@tideshiftmarketing.co.uk)

**Post:** Tideshift Limited, Unit 5C, S & T, Riverside Avenue West, Lawford, Manningtree, Essex, England, CO11 1UN