

# Privacy Policy



## 1. Introduction

DMC Consultancy ("we", "us", or "our") is committed to protecting your privacy and personal information. This Privacy Policy explains how we collect, use, store, and share your personal data when you interact with our website at <https://dmcconsultancy.com> or use our services.

We are the data controller responsible for your personal information and are committed to processing it in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

### Our Key Privacy Commitments

- **We don't sell your data** to third parties
  - **You're in control** – you can change your communication preferences at any time
  - **We're transparent** – we use your data to provide excellent service and ensure communications are relevant and timely
  - **We keep your data secure** – we implement appropriate technical and organisational measures to protect your information
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## 2. Information We Collect

We collect personal information that you provide to us directly and information that is collected automatically when you use our website.

### Information You Provide to Us

- **Contact details:** Name, email address, telephone number, postal address
- **Business information:** Company name, job title, business sector
- **Payment information:** Credit or debit card details, billing address
- **Communications:** Any information you provide when you contact us via forms, email, phone, or post
- **Account information:** Username, password, and preferences if you create an account
- **Feedback:** Surveys, reviews, or testimonial information

### Information Collected Automatically

- **Technical data:** IP address, browser type and version, device type, operating system
  - **Usage data:** Pages visited, time spent on pages, links clicked, navigation paths
  - **Location data:** General geographic location based on IP address
  - **Cookies:** Information collected via cookies and similar technologies (see our Cookie Policy below)
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### 3. How We Use Your Information

We use your personal information for the following purposes:

#### Service Delivery

- To provide our consultancy services and fulfill our contractual obligations
- To process orders, invoices, and payments
- To set up and maintain your account
- To communicate with you about our services
- To respond to your enquiries and requests

#### Business Operations

- To maintain accurate records and conduct internal analysis
- To improve our services and develop new offerings
- To ensure the security of our website and systems
- To monitor service quality and staff training
- To manage logistics and delivery of services

#### Legal and Compliance

- To comply with legal obligations and regulatory requirements
- To prevent fraud, money laundering, and other illegal activities
- To establish, exercise, or defend legal claims
- To investigate complaints and resolve disputes

#### Marketing (with your permission)

- To send you information about our services that may interest you
  - To provide personalised content and recommendations
  - To conduct market research and analysis
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## 4. Legal Basis for Processing

We process your personal information under the following legal bases:

**Consent:** Where you have given explicit consent for marketing communications or other specific purposes

**Contract Performance:** Where processing is necessary to fulfill our contractual obligations to you or to take steps before entering into a contract

**Legal Obligation:** Where we must process your data to comply with legal or regulatory requirements

**Legitimate Interests:** Where processing is necessary for our legitimate business interests, such as:

- Managing customer relationships and accounts
- Operating and securing our website
- Improving our services
- Internal business administration and reporting
- Fraud prevention and risk management
- Debt collection and credit checks

You have the right to object to processing based on legitimate interests at any time.

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## 5. Marketing Communications

### Our Approach

We may send you marketing communications about our own products and services by:

- **Post and telephone:** Based on our legitimate interests, unless you opt out
- **Email and SMS:** Only where you have consented or where we are marketing similar services to those you've previously purchased

### Your Choices

You can opt out of marketing communications at any time by:

- Clicking the "Unsubscribe" link in any marketing email
- Contacting us using the details in Section 14
- Updating your preferences if you have an online account

Opting out of marketing will not affect service-related communications necessary to provide our services to you.

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## 6. Automated Decision-Making and Profiling

### Pricing Decisions

We use software to analyse your transaction history and contact details to generate pricing recommendations. While the software produces recommendations, final pricing decisions are made by our sales team members.

### Google Advertising Services

We use Google services including:

- **Google Customer Match:** Matches your email with your Google account to show relevant ads on Google Search, YouTube, and Gmail
- **Google Display Network:** Shows our ads on partner websites
- **Google Remarketing:** Shows ads after you visit our website
- **Google Analytics:** Analyses website usage patterns

These services use cookies and may create profiles to provide personalised advertising. You can learn more and opt out at: [www.google.co.uk/intl/en/policies/technologies/ads](http://www.google.co.uk/intl/en/policies/technologies/ads)

You have the right to object to profiling activities. Contact us using the details in Section 14 for more information.

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## 7. Sharing Your Information

We may share your personal information with the following categories of recipients:

### Service Providers

Third-party companies that provide services on our behalf, including:

- Marketing and market research agencies
- Payment processors and financial institutions
- IT and software providers
- Customer relationship management systems
- Warehousing and logistics providers

- Recruitment agencies

### **Business Partners**

- Sales agents acting on our behalf
- Advertising partners (such as Google)
- Loyalty programme providers (if applicable)

### **Professional Advisers**

- Accountants and auditors
- Legal advisers
- Business consultants

### **Credit and Debt Management**

- Credit reference agencies
- Debt collection agencies

### **Legal and Emergency Situations**

- Law enforcement, regulators, and government bodies
- Emergency services
- Any party where required by law or to protect rights and safety

### **Business Transfers**

- Potential buyers or investors in the event of a sale, merger, or acquisition

We ensure all third parties respect the security of your data and treat it in accordance with the law. Third parties are only permitted to process your data for specified purposes and in accordance with our instructions.

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## **8. International Transfers**

Some of our service providers are located outside the European Economic Area (EEA). When we transfer your data internationally, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the European Commission
- Adequacy decisions recognising equivalent data protection standards
- Other legally approved transfer mechanisms

You can request further details about international transfers by contacting us.

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## 9. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required or permitted by law.

Retention periods are determined based on:

- Legal and regulatory requirements
- Limitation periods for legal claims
- Business and operational needs
- Guidelines from data protection authorities

Once information is no longer needed, we securely delete or anonymise it.

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## 10. Data Security

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

### Security Measures Include:

- SSL encryption for data transmitted via our website
- Secure servers and access controls
- Regular security assessments and updates
- Staff training on data protection
- Confidentiality agreements with service providers

However, no method of transmission over the internet is completely secure. While we strive to protect your information, we cannot guarantee absolute security of data transmitted to us online.

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## 11. Your Rights

Under data protection law, you have the following rights:

### Right to Be Informed

You have the right to clear information about how we use your data (provided in this policy).

## **Right of Access**

You can request a copy of the personal information we hold about you and details of how we use it.

## **Right to Rectification**

You can ask us to correct inaccurate or incomplete personal information.

## **Right to Erasure**

You can request deletion of your personal information in certain circumstances, such as where:

- It's no longer needed for the purposes collected
- You withdraw consent (where consent was the legal basis)
- You object to processing based on legitimate interests
- It was unlawfully processed

This right is not absolute and exceptions apply, such as where we need the information for legal claims.

## **Right to Restrict Processing**

You can request that we limit how we use your information while we investigate issues such as accuracy disputes.

## **Right to Data Portability**

You can receive your personal information in a structured, machine-readable format and transfer it to another organisation where:

- Processing is based on consent or contract performance
- Processing is carried out by automated means

## **Right to Object**

You can object to:

- Processing based on legitimate interests (we must stop unless we have compelling legitimate grounds)
- Direct marketing (we must always stop)
- Automated decision-making and profiling

## Rights Related to Automated Decision-Making

You have the right not to be subject to decisions based solely on automated processing that significantly affect you, and the right to human intervention in such decisions.

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## 12. Exercising Your Rights

To exercise any of these rights, please contact us using the details in Section 14.

When you make a request, please provide:

- Your name and contact details
- Details of the information you're requesting or the action you want us to take
- Reasons for your request (if applicable)
- Proof of identity (if we cannot verify your identity from the information we hold)

### Our Response

- We will respond within **one month** of receiving your request
  - This may be extended by up to **two months** for complex or multiple requests
  - We will generally provide information **free of charge**
  - We may charge a reasonable administrative fee for additional copies or manifestly unfounded/excessive requests
  - We may refuse manifestly unfounded or excessive requests
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## 13. Cookies

Our website uses cookies to enhance your experience. For detailed information about the cookies we use and how to manage them, please see our Cookie Policy below.

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## 14. Contact Us

If you have questions about this Privacy Policy or wish to exercise your rights, please contact us:



**DMC Consultancy**

Website: <https://dmcconsultancy.com>

[Include email address and postal address]

**Data Protection Officer**

[If you have a DPO, include their contact details here]

**Complaints**

If you're not satisfied with our response, you have the right to complain to the supervisory authority:

**Information Commissioner's Office (ICO)**

Website: [ico.org.uk](https://ico.org.uk)

Helpline: 0303 123 1113

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## 15. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements.

When we make material changes, we will:

- Post the updated policy on our website
- Update the "Last Updated" date at the top of this policy
- Notify you by email or website notice where appropriate

We encourage you to review this policy periodically.

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## 16. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. Please review their privacy policies before providing them with personal information.

If you encounter any third party claiming association with us who you believe is improperly collecting information, please contact us immediately.

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# Cookie Policy

## 1. About This Cookie Policy

This Cookie Policy explains how DMC Consultancy uses cookies and similar technologies on our website at <https://dmcconsultancy.com>.

This policy should be read alongside our Privacy Policy above, which governs how we handle information collected via cookies.

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## 2. What Are Cookies?

Cookies are small text files stored on your device (computer, tablet, or smartphone) when you visit a website. They serve various purposes:

- Remembering your preferences and settings
- Enabling website features and functionality
- Improving navigation between pages
- Analysing website usage and performance
- Delivering personalised content and advertising

Most web browsers automatically accept cookies, but you can modify your browser settings to decline cookies if you prefer.

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## 3. Why We Use Cookies

We use cookies to:

- **Customise your visit** and remember your preferences
  - **Improve our website** through usage analytics
  - **Enable website features** such as account registration
  - **Integrate social media** so you can view our social platforms
  - **Provide security** and prevent fraud
  - **Deliver relevant advertising** and marketing
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## 4. Types of Cookies We Use

## By Source

### First-Party Cookies

Set by us directly for website functionality, security, and analytics.

### Third-Party Cookies

Set by external service providers we've integrated, such as social media platforms, advertising networks, and analytics tools.

## By Duration

### Session Cookies

Temporary cookies deleted when you close your browser.

### Persistent Cookies

Remain on your device for a set period (up to 2 years from installation or last update) or until you delete them.

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## 5. Cookies Used on Our Website

Cookie Name	Purpose	Duration	Provider
guest_id	Display Twitter feed	2 years	.twitter.com
lang	Display Twitter feed	Session	cdn.syndication.twimg.com
personalization_id	Display Twitter feed	2 years	.twitter.com
user	Website registration	Session/Persistent	DMC Consultancy
ID	Website state management	Session/Persistent	DMC Consultancy

**Note:** We also use Google Analytics and advertising cookies. For details, see Section 6 of our Privacy Policy above.

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## 6. Managing Cookies

## Your Consent

When you first visit our website, we'll ask for your consent to use non-essential cookies. You can:

- Accept all cookies
- Reject non-essential cookies
- Customise your preferences

## Changing Your Settings

You can withdraw consent or change cookie preferences at any time through:

**Browser Settings** – Most browsers allow you to:

- View and delete cookies
- Block cookies from specific sites
- Block all third-party cookies
- Delete all cookies when closing the browser

**Browser-Specific Instructions:**

- [Internet Explorer](#)
- [Chrome](#)
- [Safari \(Desktop\)](#)
- [Safari \(iOS\)](#)
- [Firefox](#)
- [Android](#)

**Warning:** Disabling cookies may prevent some website features from working properly and may impact your browsing experience.

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## 7. More Information About Cookies

For additional information about cookies, visit:

- [www.aboutcookies.org](http://www.aboutcookies.org)
  - [www.allaboutcookies.org](http://www.allaboutcookies.org)
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## 8. Changes to This Cookie Policy

We may update this Cookie Policy from time to time. When we make material changes, we will:

- Post the updated policy on our website
- Notify you by email or website notice where appropriate

Please review this policy periodically to stay informed about how we use cookies.

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**Last Updated: December 2025**

*This Privacy and Cookie Policy is provided by DMC Consultancy. If you have questions or concerns, please contact us using the details provided above.*