Privacy Policy

Effective Date: 29 June 2026

All-T Marketing is a marketing agency based in England, United Kingdom. We are committed to protecting your privacy and complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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1. Who We Are

All-T Marketing is the data controller for the personal data we collect.

Business Name	All-T Marketing
Address	England, United Kingdom
Email	contact@allt-marketing.co.uk
Phone	+44 7347 145693
Website	allt-marketing.co.uk

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2. Information We Collect

a) Information You Provide Directly

- Full name
- Email address
- Telephone number
- Company name and job title
- Postal address
- Payment information
- Project brief and messages

b) Information We Collect Automatically

- IP address and approximate location
- Browser type and operating system
- Pages visited and time spent
- Referring website or search query
- Device type

c) Cookies

We use cookies and similar technologies. Please see our Cookie Policy for full details.

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3. How We Use Your Information

Purpose	Lawful Basis
Responding to enquiries and providing services	Contract / Legitimate Interests
Processing payments and managing accounts	Contract
Sending marketing communications	Consent
Sending service updates	Contract / Legitimate Interests
Improving our website and services	Legitimate Interests
Analysing website traffic	Consent (via cookies)
Complying with legal obligations	Legal Obligation
Fraud prevention and security	Legitimate Interests / Legal Obligation

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4. Sharing Your Information

a) Service Providers (Data Processors)

We work with trusted third-party providers who process data on our behalf. These include:

- Website hosting and cloud infrastructure providers
- Email and communication platforms
- Payment processors (e.g. Stripe, PayPal)
- Analytics and performance tools (e.g. Google Analytics)
- A third-party CRM and marketing automation platform used to manage client communications, bookings, and automated follow-up sequences
- Project management software

All processors are contractually required to handle your data securely and in accordance with UK GDPR.

b) Legal Requirements

We may disclose your information if required by law, court order, or regulatory authority.

c) Business Transfers

In the event of a merger or acquisition, personal data may be transferred to the new owner with prior notice where possible.

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5. Data Retention

Data Type	Retention Period
Client project and contract records	7 years
Financial and payment records	7 years
Enquiry and contact form submissions	2 years from last contact
Marketing consent records	Until withdrawn + 3 years
Website analytics data	26 months
Employee/contractor records	7 years from end of engagement

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6. International Data Transfers

Where we transfer personal data internationally, we ensure appropriate safeguards including Standard Contractual Clauses and adequacy decisions.

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7. Your Rights Under UK GDPR

Your Right	What You Can Do
Access (SAR)	Request a copy of all personal data we hold — free, within 30 days.
Rectification	Ask us to correct inaccurate or incomplete data.
Erasure	Request deletion of your data in certain circumstances.
Restriction	Ask us to limit processing while a dispute is resolved.
Portability	Receive your data in a structured, machine-readable format.
Object	Object to processing based on legitimate interests or direct marketing.
Withdraw Consent	Withdraw consent at any time.
Automated Decisions	Request human review of automated decisions affecting you.

To exercise any right, contact us at contact@allt-marketing.co.uk. We will respond within 30 days.

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8. Data Security

- Secure encrypted transmission (SSL/TLS)
- Access controls limiting data access
- Regular security reviews
- Staff awareness of data protection obligations

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9. Your Right to Complain

You have the right to complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Helpline: 0303 123 1113
- Post: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

We would appreciate the opportunity to address your concerns before you contact the ICO. Please email contact@allt-marketing.co.uk first.

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10. Changes to This Policy

This Privacy Policy was last updated on 29 June 2026. We may update it from time to time. Continued use of our website after updates constitutes acceptance.