

Privacy Policy

Last updated: 12 February 2025

1. Introduction

This Privacy Policy explains how Alpha Strategy Partners collects, uses, stores and discloses your personal data when you contact us via www.alphastrategypartners.com. We process your personal data in accordance with the United Kingdom General Data Protection Regulation (“UK GDPR”), the Data Protection Act 2018 and any other applicable data-protection law. By using the Website you acknowledge this Policy and the practices described herein.

Usage data: Information that is automatically collected when you interact with the Website

2. Types of data we collect

Personal data you provide directly:

- Email address
- First and last name
- Telephone number
- Postal address (street, town/city, county, postcode, country) [include only if collected]
- Organisation and professional role (where provided)
- Any other information you provide via forms, email or other correspondence

3. Lawful basis for processing

We process your personal data only where at least one lawful basis set out in Article 6 UK GDPR applies:

- Lawful basis
- Consent: Sending you updated information on our services. You may withdraw consent at any time.
- Legal obligation: Complying with tax, accounting or regulatory duties.

If we rely on your consent, we will ask for it explicitly and retain a record of the date and method.

4. How we use your data

- To manage your Account and provide customer support
- To communicate with you about updates, if explicitly requested

4. Sharing your data

We disclose personal data only as necessary:

- Public authorities: Where required by law or court order. Verified, lawful requests only.
- With your consent: Any other disclosure you expressly agree to..

5. Data retention

- Data: Active +6 years or until you inform us directly to have data removed.

6. Your rights

Under the UK GDPR you have the right to:

- Access – obtain a copy of your personal data.
- Rectification – correct inaccurate or incomplete data.
- Erasure – have your data deleted.
- Restriction – pause processing under certain conditions.
- Data portability – receive data in a structured, machine-readable format.
- Object – to processing based on legitimate interests or direct marketing.
- Withdraw consent – at any time where processing is based on consent.
- Lodge a complaint – with the Information Commissioner’s Office (ICO) or another supervisory authority.

To exercise any right, contact us using the details below. We will respond within one month.

7. Contact

Email: james@alphastrategypartners.com

Postal address: 1 Aylestone Avenue, London NW6 7AE, UK

Telephone: +44 7974645662

If you are not satisfied with our response you may contact the ICO: www.ico.org.uk, tel. 0303 123 1113.

8. Changes to this Policy

We may amend this Privacy Policy from time to time. We will:

- Post the revised version on this page;
- Update the “Last updated” date above;
- Provide advance notice by email or prominent banner where the changes are material.

Continued use of the Website after changes take effect constitutes acceptance of the revised Policy.