

# PRIVACY POLICY

George Ivy Ltd T/A Elevate Handling

Last updated: 11 December 2025

## 1. Introduction

George Ivy Ltd T/A Elevate Handling (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your information when you visit our website or interact with us.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and all applicable UK data protection laws.

## 2. Data Controller

George Ivy Ltd T/A Elevate Handling

Suite 117, Tradewinds Business Centre, Heath Place, Bognor Regis

Email: [admin@elevate-handling.co.uk](mailto:admin@elevate-handling.co.uk)

## 3. Personal Data We Collect

- Information you provide directly (name, email, phone, enquiry details)
- Technical data (IP address, browser type, device information)
- Usage data (pages visited, time spent, clicks)
- Cookies and tracking data
- Third-party sources (social media interactions, payment records)

## 4. How We Use Your Data

- Respond to enquiries
- Provide services and training
- Improve website performance and user experience
- Maintain business and compliance records
- Marketing (with consent)

## 5. Legal Bases for Processing

- Contract

- Legitimate interests
- Consent
- Legal obligations

## 6. Sharing Your Data

We do not sell your data. We may share data with IT providers, professional advisers, and regulators when legally required.

## 7. International Transfers

We use appropriate safeguards such as adequacy regulations and Standard Contractual Clauses.

## 8. Data Security

We use encryption, secure servers, restricted access, and data minimisation.

## 9. Retention

- Enquiries: 24 months
- Contracts/records: 7 years
- Analytics: up to 26 months

## 10. Your Rights

Access, rectification, deletion, restriction, portability, objection, withdraw consent.

## 11. Complaints

You may contact the ICO at [ico.org.uk](https://ico.org.uk).

## 12. Changes

We may update this policy occasionally and will post changes here.