

Welcome to our Privacy Policy

We want you to feel confident when using our website. This Privacy Policy explains how Black Swan IT Services collects, uses, and protects your information.

By continuing to browse our site, you agree to the terms outlined below.

1. The Basics

We handle your personal information responsibly and transparently. Any data you share with us will only be used for the purposes described in this policy.

We follow the requirements of the **General Data Protection Regulation (GDPR)**, meaning the information we process must always be:

- used fairly, lawfully, and transparently
- collected for clear, specific purposes
- relevant and limited to what's necessary
- accurate and kept up to date
- stored only for as long as needed
- protected with strong security measures

2. What Information We Collect

Depending on how you interact with our website, we may collect:

- Your name
- Contact details (including email address)
- Information you enter into our contact forms
- Browser type (*automatic*)
- Demographic details (e.g., postcode, preferences, interests)
- Language preferences
- Referring website (*automatic*)
- IP address (*automatic*)
- The nature of your enquiry

We collect this data because:

- we may need it to provide our services
- you have given consent

- it's within our legitimate business interests

3. Why We Use Your Data

Your information helps us:

- deliver our services
- respond to your enquiries
- personalise your experience on our site
- keep accurate internal records
- maintain our IT systems
- carry out market research
- improve our website and services based on user feedback

4. Cookies

Our website uses cookies in line with UK law, including PECR, the Data Protection Act, and UK GDPR.

Cookies help us:

- understand how people use our website
- remember your preferences
- tailor your browsing experience

There are two types of cookies we may use:

Essential Cookies

Required for the website to function properly.

Non-Essential Cookies

Used for analytics, site improvements, and (occasionally) advertising.

You can manage, disable, or delete cookies at any time through your browser settings. Just keep in mind that turning cookies off may affect how our website works for you.

If you submit personal details through our forms, some of this information may be associated with cookies.

5. Your Rights

Under GDPR, you have important rights regarding your personal data. You can:

- find out how your data is being used

- request access to your data
- ask us to correct inaccurate information
- ask for your data to be deleted
- request that we restrict processing
- request data portability
- object to certain types of data processing

If you'd like to update or remove your information, please contact **info@blackswanitservices.co.uk**.

We never sell or share your data with third parties unless the law requires us to.

6. Keeping Your Data Safe

Your information may be processed within the EEA and is always protected by strict data-protection standards.

We use appropriate security measures to prevent:

- unauthorised access
- data loss
- unlawful processing

We only keep your data for as long as necessary. When it's no longer required, we will delete it or anonymise it so it can't be linked back to you.

You can request that we remove your personal data at any time by contacting **info@blackswanitservices.co.uk**.

7. Updates to This Policy

We may update this Privacy Policy occasionally. Whenever we make changes, we'll update this page so you can stay informed.