

Privacy Policy — Play Forward Ltd

Last updated: 26 August 2025

1. Who We Are

Play Forward Ltd (“we”, “us”, or “our”) operates [<https://playforward.co.uk>] (the “Site”). We are a UK-registered company (Company Number: 16599592), based in Manchester. This Privacy Policy explains how we collect, use, store, and share your personal data, and your rights regarding that data.

2. Why We Have a Privacy Policy

Under UK GDPR, the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR), we are required to provide transparency about how we handle personal data. This helps ensure trust and compliance with data protection law.

3. What Personal Data We Collect

We may collect the following personal data:

- **Contact Information:** Name, email address, company, job title, telephone number—typically via contact forms, email, or when you reach out to us.
- **Usage Data:** IP address, browser type, device information, pages visited, duration of visit—collected via cookies and website analytics tools (such as Google Analytics).
- **Communications:** Records of your inquiries or messages if you contact us.

4. How We Use Your Data & What’s Our Legal Basis

We use your data for the following purposes:

Purpose	Data Used	Legal Basis
To respond to inquiries or service requests	Contact Information	Performance of a contract or Legitimate Interests (to manage inquiries and provide services)
To send updates or newsletters (if opted-in)	Contact Information	Consent (if you have opted in to receive marketing communications)
To improve our Site and user experience	Usage Data (analytics)	Legitimate Interests (to optimise our services)

We do not sell your personal data.

5. How We Share Your Data

Your data may be shared:

- With trusted third parties (e.g., email platform providers, website hosting services, analytics providers) only as needed to provide our services and in accordance with our instructions.
- If required by law (e.g., responding to a court order or legal obligation).

We ensure these third parties protect your data and process it lawfully.

6. Data Security & Retention

We implement appropriate technical and organisational measures to keep your personal data secure, such as hosting security, access controls, and backups

We retain your personal data only as long as necessary to fulfil the purposes outlined above or as required by law.

7. Your Rights

Under UK GDPR, you have the right to:

- **Access** the personal data we hold about you.
- **Rectify** inaccurate or incomplete data.
- **Erase** your data (“right to be forgotten”).
- **Restrict** or **object** to data processing in certain situations.
- **Withdraw consent** at any time (if we rely on consent).
- **Data portability**—receive your data in machine-readable format where applicable.

To exercise any of these rights, please contact us using the details below. You also have the right to complain to the Information Commissioner’s Office (ICO) if you believe your data rights have been violated.

8. Children’s Data

Our Site is intended for a general audience. We do not knowingly collect data from children under 13. If you believe a child has provided personal data without consent, please contact us and we will take appropriate action.

9. Cookies & Tracking

We use cookies and similar tracking technologies to enhance your experience, analyse trends, and manage the Site. You can control cookie preferences via your browser settings or our cookie banner.

10. When You Receive This Privacy Notice

Per Article 13 of UK GDPR, we provide this notice at the time personal data is collected, such as when you submit a form or email us. If we receive your data from another source, we will provide this notice promptly, within one month at most.

11. Updates to This Policy

We may update this policy occasionally. The “Last updated” date at the top will reflect any changes. Significant updates will be communicated through our Site or email (if you have subscribed).

12. Contact Us

If you have questions, wish to exercise your rights, or have privacy concerns, please get in touch:

Email: hello@playforward.co.uk

Address: Play Forward Ltd, Manchester, United Kingdom