WW Analysis Limited
Economic & Policy Research

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Privacy and Data Protection Policy

How WW Analysis Limited collects, uses and protects personal data, in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

WW Analysis Limited (company number 13981952, registered office 17 Alfriston Road, London SW11 6NS, United Kingdom) is the controller of the personal data described in this policy. You can contact us at ww.analysis.uk@gmail.com.

2. Personal data we collect

We collect personal data that you give us when you contact us, work with us or take part in our research and events: your name, job title, organisation, email address, phone number and the content of our correspondence. For contracts, invoices and payments we also hold business contact details and the bank details needed to make or receive payments.

3. How we use it

We use personal data to respond to enquiries, to plan and deliver our research, reports and events, to manage contracts, invoices and payments, and to meet our legal and accounting obligations. We do not sell personal data and we do not use it for marketing to third parties.

4. Legal bases

We process personal data where it is needed to perform or prepare a contract with you, where we have a legitimate interest in running and developing our business that is not overridden by your rights, where we must comply with a legal obligation, or where you have given your consent.

5. Sharing

We share personal data only with service providers that help us run our business, such as email, cloud storage, accounting and banking providers, with professional advisers, and with public authorities where the law requires it. These providers may process data outside the United Kingdom; where they do, we rely on the safeguards required by UK data protection law.

6. Our website

Our website does not use cookies or analytics. It is hosted by a third-party provider whose servers record technical information such as IP addresses, and it loads fonts from Google Fonts, which receives your IP address when the page loads.

7. Retention

We keep personal data only for as long as we need it for the purposes above. Accounting and tax records are kept for six years, as UK law requires.

8. Your rights

You have the right to request access to your personal data, and to ask us to correct, erase or restrict it, to object to its processing, or to receive it in a portable form. To exercise these rights, contact us at ww.analysis.uk@gmail.com. You may also complain to the Information Commissioner's Office (ico.org.uk).



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