

EMAG Ltd Privacy Policy

Last updated: 03.03.2026

1. Introduction

EMAG Ltd (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your personal data when you:

- Visit our website
- Contact us
- Use our services (including training centre and analysis services)
- Subscribe to marketing communications

EMAG Ltd is the **Data Controller** responsible for your personal data under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We review this policy regularly and may update it from time to time. Please check this page periodically for updates.

2. The Personal Data We Collect

We only collect personal data that is necessary to provide our services and manage our relationship with you.

Information you provide directly:

- Name
- Company name (where applicable)
- Postal address
- Email address
- Telephone number
- Any information you provide when contacting us or submitting an application

Information collected automatically:

When you visit our website, we may collect:

- IP address
- Browser type and version
- Pages visited and time spent
- Traffic data
- Location data (approximate)
- Other communication data

We do **not** intentionally collect special category (sensitive) data unless specifically required and agreed.

3. How We Use Your Personal Data

We process your personal data for the following purposes:

To provide services

- Managing training centre and analysis services
- Responding to enquiries
- Managing contracts and service delivery

Lawful basis: Contractual necessity

To comply with legal obligations

- Tax, accounting and regulatory requirements

Lawful basis: Legal obligation

For legitimate business interests

- Improving our website and services
- Maintaining IT systems and security

Lawful basis: Legitimate interests

For marketing communications

We may use your name and email address to send information about future offers and similar services.

You can opt out at any time by:

- Clicking the unsubscribe link in emails
- Contacting us by email or phone
- Updating preferences via our website

Lawful basis: Consent or legitimate interests (where applicable under PECR)

We do not sell or trade your personal data.

4. Data Sharing

We do not share your personal data with third parties unless:

- Required by law
- Necessary to perform a contract
- You have provided consent
- We have a formal data processing agreement in place

Some data may be processed by third-party service providers (e.g., IT hosting providers, email providers, analytics services) under strict contractual controls.

Where data is transferred outside the UK, we ensure appropriate safeguards are in place (such as UK International Data Transfer Agreements or adequacy regulations).

5. Data Storage and Security

All personal data is processed securely by authorised staff.

We maintain appropriate technical and organisational measures to protect personal data, including:

- Secure servers
- Access controls
- Data protection policies and procedures

6. Data Retention

We retain personal data only as long as necessary.

- Customer and financial records are retained for **6 years plus the current financial year** in accordance with UK tax law.
- Marketing data is retained until you withdraw consent or unsubscribe.
- Website analytics data is retained according to our analytics provider's settings.

After the retention period expires, data is securely deleted or anonymised.

7. Your Rights Under UK GDPR

You have the right to:

- Access your personal data
- Correct inaccurate data
- Request erasure ("right to be forgotten")
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time
- Lodge a complaint with the supervisory authority

To exercise any of these rights, please contact us at:

[Insert contact email address]

If you are not satisfied with our response, you may contact the UK supervisory authority:

Information Commissioner's Office (ICO)

Website: <https://www.ico.org.uk>

Telephone: 0303 123 1113

8. Cookies

Our website uses cookies to improve user experience and analyse website traffic.

Types of cookies we may use:

- Essential cookies (necessary for website functionality)
- Analytics cookies
- Performance cookies

You can manage or withdraw cookie consent at any time through our cookie banner or your browser settings.

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9. Google Analytics

We use **Google Analytics** to understand how visitors use our website. Google Analytics may collect information such as:

- IP address (anonymised where applicable)
- Pages visited
- Time spent on site

Google may process this information on servers outside the UK. We ensure appropriate safeguards are in place.

For more information about how Google uses data, please visit:

<https://policies.google.com/privacy>

You can opt out of Google Analytics by using the Google Analytics opt-out browser add-on.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Any updates will be posted on this page with a revised "Last updated" date.