



Privacy Policy

Effective from: 16 October 2025

Last reviewed: 16 October 2025

1. Who We Are

Southeast & Co Ltd (“we”, “us”, “our”) is a UK-based strategic consultancy specialising in organisational clarity, operational design, and digital transformation. We are the data controller responsible for your personal information when you interact with our services or website.

If you have any questions about this policy or the way we use your personal data, please email: info@southeastandco.com

2. Purpose of This Privacy Policy

This policy sets out how Southeast & Co collects, uses, stores, and protects your personal data when you:

- Visit our website or contact us via email or web form
- Download resources, request consultations, or subscribe to updates
- Engage us for consultancy or advisory services

This policy does **not** apply to third-party services or platforms linked from our site. Please review those privacy policies separately.

3. The Data We Collect

We may collect, use, store, and process the following categories of personal data:

Category	Examples
Identity Data	Name, title, job role, company name
Contact Data	Email address, phone number, business address
Technical Data	IP address, browser type/version, time zone, device information
Engagement Data	Information submitted via contact forms, emails, Calendly bookings
Usage Data	Pages visited, resource downloads, time spent on site
Marketing Data	Preferences for receiving updates or invitations

We do **not** knowingly collect or process data relating to children.

4. How We Collect Your Data

We gather data via the following methods:

- Direct interaction (e.g. email, Calendly bookings, form submissions)
- Automated technologies (e.g. cookies, analytics tools)
- Third-party tools integrated into our website (e.g. newsletter sign-ups)

5. How We Use Your Data (and Legal Basis)

We use your personal data for the following purposes, relying on one or more legal bases:

Purpose	Legal Basis
Responding to enquiries and providing services	Legitimate interest or performance of a contract
Managing professional relationships	Legitimate interest
Improving our website and resources	Legitimate interest
Sending occasional updates, resources, or invitations	Consent (opt-in)
Complying with legal and regulatory requirements	Legal obligation

You may unsubscribe from marketing communications at any time using the opt-out link or by contacting us.

6. How We Share Your Data

We may share your personal data with:

- **Trusted service providers** who support our website, email, CRM, or booking systems (e.g. Google, Microsoft, Calendly)
- **Professional advisors** (e.g. legal, accounting) where required
- **Authorities or regulators** if legally obligated
- **Successor entities** in the event of a business merger, restructure, or acquisition

All third parties are required to respect your data and comply with applicable data protection laws.

7. International Transfers

Some of our third-party providers operate outside the UK or EEA. Where your data is transferred internationally, we ensure appropriate safeguards are in place - such as Standard Contractual Clauses or equivalent mechanisms.

8. Data Security

We take data security seriously. Your personal data is:

- Stored on secure servers
- Access-limited to authorised personnel only
- Protected via industry-standard encryption, access controls, and monitoring

We regularly review our security practices to ensure continued compliance and effectiveness.

9. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes we collected it for – including to satisfy legal, regulatory, or contractual obligations.

Where data is no longer required, it is securely deleted or anonymised.

10. Your Legal Rights

You have the following rights under UK data protection law:

- **Access** - Request a copy of the personal data we hold about you
- **Correction** - Request that we amend inaccurate or incomplete data
- **Erase** - Request deletion where we have no lawful reason to retain your data
- **Restriction** - Request suspension of processing under certain conditions
- **Objection** - Object to processing based on legitimate interest or direct marketing
- **Data portability** - Request your data in a structured, machine-readable format
- **Withdraw consent** - Where consent has been given, you may withdraw it at any time

To exercise any of these rights, please contact us via **info@southeastandco.com**. We may

need to verify your identity before acting on your request.

11. Changes to This Policy

We review this policy regularly. Any updates will be posted on our website with a revised “Effective from” date at the top. Where material changes are made, we will notify you by email where appropriate.

12. Contact & Complaints

If you have any questions or concerns about this policy or our handling of your personal data, please contact:

Email: info@southeastandco.com

You have the right to lodge a complaint with the **Information Commissioner’s Office (ICO)** at any time:

[🔗 www.ico.org.uk](https://www.ico.org.uk)