
PRIVACY NOTICE

BACKGROUND:

Strategy Advantage understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of customers' and business partners' data and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

NT Lowe trading as Strategy Advantage

Main trading address: 12 Redhouse Drive, Towcester, United Kingdom NN12 6LP

Representative: Mr NT Lowe

Email address: nick@strategy-advantage.co.uk

Telephone number: + 44 7764 241747

Postal address: 12 Redhouse Drive, Towcester, United Kingdom NN12 6LP

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 10.
- b) The right to access the personal data we hold about you. Part 9 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part

10 to find out more.

- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 10 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.
- j) For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 10.

It is important that your personal data is kept accurate and up to date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves however, so please contact us first, using the details in Part 10.

5. What Personal Data Do We Collect and How?

Depending upon your use of our site, we may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data or personal data relating to children or data relating to criminal convictions and/or offences.

Data collected	How we collect the data
Contact information including business postal address, email address and business landline and/or mobile telephone number.	Via information you provide through our website contact page, or in writing or by email or other electronic communication method from yourselves, including such data when collected from yourselves as a result of your participation in one of our B2B market

	surveys.
Business information including business name, job title, profession.	Via information you provide through our website contact page, or in writing or by email or other electronic communication method from yourselves, including such data when collected from yourselves as a result of your participation in one of our B2B market surveys.
Payment information including business bank account name, sort code and account number, if you are a supplier to us.	Through whichever method you choose to use to inform us, to enable us to pay your invoices.
Business and contact information from third parties including credit reference agencies, authorised published directories, internet search enquiries and other sources providing information which is in the public domain.	Through enquiries to the authorised parties and/or sources mentioned opposite.

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we may use your personal data, and our lawful bases for doing so:

What We Do	What Data We Use	Our lawful basis
Administering our business.	Your business contact details including business name, postal address, your email address, landline and/or mobile telephone number, job title and profession.	Legitimate interests: relevant and appropriate relations; reasonable expectations.
Supplying our services to you.	Your business contact details including business name, postal address, your email address, landline and/or mobile telephone number, job title and profession.	Legitimate interests: relevant and appropriate relations; reasonable expectations.
Managing payments for our services.	Payment information including business bank account name, sort code and account number, if you are a supplier to us.	Legitimate interests: relevant and appropriate relations; reasonable expectations.
Personalising and tailoring our services for you.	Your business contact details including business name, postal address, your email address, landline and/or mobile telephone number, job title and profession.	Legitimate interests: relevant and appropriate relations; reasonable expectations.

Communicating with you.	Your business contact details including business name, postal address, your email address, landline and/or mobile telephone number, job title and profession.	Legitimate interests: relevant and appropriate relations; reasonable expectations.
Supplying you with information by email or post that you have opted-in-to (you may opt-out at any time by emailing enquiries@strategy-advantage.co.uk)	Your business contact details including business name, postal address, your email address, landline and/or mobile telephone number, job title and profession.	Legitimate interests: direct marketing; relevant and appropriate relations; reasonable expectations.

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email and/or telephone and/or post with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 10.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
Contact information including business postal address, email address and business landline and/or mobile telephone number.	In general, we keep data for a period of 4 years after our last contact with the data subject.

Business information including business name, job title, profession.	In general, we keep data for a period of 4 years after our last contact with the data subject.
Payment information including business bank account name, sort code and account number, if you are a supplier to us.	For as long as we continue to do business with you, and thereafter for a period of up to 4 years.
Business and contact information from third parties including credit reference agencies, authorised published directories, internet search enquiries and other sources providing information which is in the public domain.	In general, we keep data for a period of 4 years after our last contact with the data subject.

8. How and Where Do You Store or Share My Personal Data?

We will only store your personal data within the UK.

We will only share your personal data with organisations in the UK or the EEA (which includes all EU member states, plus Norway, Iceland and Liechtenstein), and/or third countries whose levels of data protection are deemed 'adequate' by the European Commission. More information is available from the [European Commission](#).

This means that your data will be fully protected under the UK GDPR and EU GDPR respectively. **Moreover, we will not share your personal data with any third party without your express consent**, unless we are compelled to do so in order to comply with legal proceedings, a court order, or the instructions of a government authority.

The security of your personal data is essential to us and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to the representative referred to in section 1 of this Privacy Statement, and any other third parties on the strict basis of 'legitimate need to know' and with your express consent, and ensuring that they are subject to duties of confidentiality
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so
- we will not store or share any of data which is not within the boundaries of definition as detailed in sections 5 and 6 of this Privacy Statement.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

9. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a "subject access request".

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 10. There is not normally any charge for a subject access

request. If your request is 'manifestly unfounded or excessive' (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within 14 days of receiving it.

10. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details (for the attention of Nick Lowe):

Email address: enquiries@strategy-advantage.co.uk.

Telephone number: +44 7764 241747

Postal Address: 12 Redhouse Drive, Towcester, United Kingdom NN12 6LP

11. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website. This Privacy Notice was last updated in July 2026.