



Privacy Policy

Effective 7 August 2026 · Applies to navyyellow.com

Who we are

Navy Yellow ("Navy Yellow", "we", "us") operates the website at **navyyellow.com** and provides subscription-based product strategy, design, development and product communication services.

This notice explains what personal data we collect through this website, why we collect it, and the rights you have over it. It covers the website only. Personal data processed under a signed client engagement is governed by that agreement.

What we collect

Analytics data. We use Google Analytics 4 to understand how the site is used. It sets cookies and processes your IP address, approximate location, device and browser type, pages viewed and referring site. This is personal data under the GDPR even though it does not identify you by name.

Booking data. Our "Book a call" links open Calendly, a third-party scheduling service. Anything you enter there — name, email address, and whatever you write in the booking notes — is collected by Calendly and shared with us so we can hold the meeting.

What we do not collect. This website has no contact forms, no account sign-up, and no payment processing. We do not ask for or store payment card details through the site.

Why we use it, and our legal basis

To operate and improve the site — legitimate interests. We look at aggregate traffic patterns to decide what to change.

To arrange and hold meetings you request — to take steps at your request before entering into a contract.

Analytics cookies — consent, where required by law in your jurisdiction. You can withdraw consent at any time via your browser settings.

Cookies

Analytics cookies are set by Google Analytics. They are not required for the site to function, and you can block or delete them in your browser at any time without losing access to any part of the site. We do not use advertising or profiling cookies.

Who we share it with

We do not sell personal data. We share it only with service providers who process it on our behalf: **Google** (analytics), **Calendly** (meeting scheduling) and **Webflow** (website hosting). Each processes data under its own terms and may store it outside your country, including in the United States, under the relevant transfer



safeguards.

How long we keep it

Analytics data is retained for the period configured in Google Analytics, which is a maximum of 14 months, after which it is aggregated or deleted. Booking and enquiry records are kept for as long as needed to respond and to meet our legal and accounting obligations.

Your rights

Subject to your local law, you may request access to the personal data we hold about you, ask us to correct or delete it, object to or restrict how we use it, ask for a portable copy, and withdraw consent where we rely on it. You may also complain to your data protection authority.

To exercise any of these, contact us using the details below. We will respond within the period required by applicable law.

Contact

Questions about this notice or about how we handle personal data can be sent to info@navyyellow.com.

Changes

We may update this notice as the site or our tools change. The effective date at the top of this document always shows the current version.

Note

This document is a starting template prepared for Navy Yellow. It reflects what the website was observed to do at the effective date. It is not legal advice — have it reviewed by a qualified adviser, and revisit it whenever you add a form, a tracker or a new third-party tool.