



Share Rhino Privacy Policy

Last updated: 18.8.25

This Privacy Policy describes how Share Rhino Group Ltd (“we”, “us”, or “our”) collects, uses, and protects your personal information when you visit our website www.sharerhino.co.uk.

1. Information We Collect

When you interact with our website, we may collect the following information:

- **Personal Information you provide:**
 - Name
 - Email address
 - City or location (from our waitlist form)
 - **Automatically collected information:**
 - IP address, device type, and browser information
 - Website usage data (e.g. pages visited, time on site) collected via **Google Analytics**
 - Ad interaction data via the **Meta Pixel** (Facebook/Instagram ads)
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2. How We Use Your Information

We use your information for the following purposes:

- To manage our **waitlist** and provide updates about our services
- To send you **marketing emails** via **Flodesk** (you can unsubscribe at any time)

- To maintain a record of customer interactions in **HubSpot (CRM)**
 - To measure and improve the effectiveness of our **advertising campaigns** on Meta platforms
 - To analyze website traffic and user behavior using **Google Analytics**
 - To comply with legal obligations and protect our rights
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3. Sharing of Information

We do not sell your personal information. We may share your data with trusted third-party service providers, including:

- **Flodesk** – email marketing platform
- **HubSpot** – customer relationship management (CRM)
- **Google Analytics (Google LLC)** – web analytics
- **Meta Platforms, Inc.** – advertising and tracking via Meta Pixel

These third parties process your data on our behalf in compliance with their own privacy policies.

4. Legal Basis for Processing (GDPR)

If you are located in the European Economic Area (EEA), we process your personal information under the following legal bases:

- **Consent** – when you join our waitlist or accept cookies.
 - **Legitimate interests** – for analytics, site functionality, and improving our services.
 - **Legal obligation** – when required to comply with applicable laws.
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5. Data Retention

We will retain your personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required by law.

6. Your Rights

Depending on your location, you may have the following rights:

- Right to access, correct, or delete your personal data
- Right to withdraw consent at any time (e.g., unsubscribe from emails)
- Right to object to processing for marketing purposes
- Right to data portability
- Right to lodge a complaint with your local data protection authority

To exercise these rights, please contact us at [Insert Contact Email].

7. Cookies and Tracking

We use cookies and similar technologies to operate our site, analyze traffic, and deliver personalized advertising. For more details, please see our **Cookie Policy**.

8. Data Transfers

Your personal information may be transferred and processed outside your country of residence (e.g. to the United States where Flodesk, HubSpot, Google, and Meta are based). We take steps to ensure adequate safeguards are in place.

9. Security

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, alteration, or destruction.


10. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated “Last Updated” date.

11. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact us:

 hello@sharerhino.co.uk

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