

# Privacy Policy

**Effective date:** 01/11/2025

**Last updated:** 07/10/2025

## 1. Introduction

Nudge Innovations Ltd (“we,” “us,” “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and protect your data when you visit our website [[www.nudgeco.com](http://www.nudgeco.com)], make a purchase, or interact with our communications.

By using our website, you agree to the terms outlined below.

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## 2. Data Controller

### **Nudge Innovations Ltd**

Suite 4.4, The Pentagon Centre

36–38 Washington Street

Glasgow, G3 8AZ

United Kingdom

Email: [info@nudgeco.com](mailto:info@nudgeco.com)

We do not have a separate Data Protection Officer. Please contact us using the email above for any privacy-related queries.

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## 3. Information We Collect

We collect personal information in the following ways:

### **a) Information you provide directly**

- Name
- Email address
- Postal address
- Telephone number (if provided)
- Payment details (processed securely by Shopify)
- Shipping and billing addresses

- Messages sent through website forms or by email

### **b) Information collected automatically**

When you visit our website, certain data is automatically collected through cookies and similar technologies, including:

- IP address
- Browser type and version
- Device type and operating system
- Referring website or link
- Pages viewed and time spent on site

### **c) Information from third parties**

We may receive limited information from:

- **Google Analytics** for aggregated visitor insights
- **Mailchimp** for managing email subscriptions
- **Meta (Facebook)** for advertising and remarketing

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## **4. How We Use Your Information**

We use personal data only when necessary and lawful. Typical uses include:

<b>Purpose</b>	<b>Legal Basis</b>
To process and deliver orders	Performance of a contract
To respond to enquiries or requests	Legitimate interests
To send updates, newsletters, or promotions	Consent
To improve our website and user experience	Legitimate interests
To manage analytics and marketing campaigns	Legitimate interests
To comply with legal and tax obligations	Legal obligation

You can withdraw consent for marketing at any time by clicking “unsubscribe” in our emails or contacting us directly.

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## 5. Cookies and Tracking

We use cookies to operate our website, improve user experience, and understand how visitors use our site.

Cookies help us:

- Keep the website functioning correctly
- Measure site performance through **Google Analytics**
- Support marketing through **Meta Pixel** and other tools

You can manage or disable cookies through your browser settings. If you disable cookies, some parts of the site may not function properly.

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## 6. Sharing Your Information

We only share your information with trusted service providers when necessary for business operations, including:

- **Shopify** (website and payment processing)
- **GoDaddy** (hosting)
- **Mailchimp** (email communications)
- **Google Analytics** (website analytics)
- **Google Drive** (cloud storage and file management)

These partners process your data under strict confidentiality and only as instructed by Nudge Innovations Ltd. We do not sell or rent your personal data.

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## 7. International Transfers

Your data may be transferred outside the UK (for example, to Mailchimp or Shopify's servers). When this occurs, we ensure appropriate safeguards such as Standard Contractual Clauses are in place to protect your rights.

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## 8. Data Retention

We retain personal data only for as long as necessary to fulfil its purpose or meet legal requirements.

- Contact and enquiry data: retained for **12 months**
- Order and payment records: retained as required by UK accounting and tax law
- Analytics data: retained for **12 months** via Google Analytics

After this period, data is securely deleted or anonymised.

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## 9. Data Security

We take appropriate technical and organisational measures to protect your personal information, including:

- SSL encryption on all data transmissions
- Restricted access to authorised personnel only
- Secure cloud storage on Google Drive
- Regular security reviews

While we take every precaution, no online system is entirely secure.

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## 10. Your Rights

Under the UK GDPR, you have the following rights:

- **Access:** Request a copy of the data we hold about you.
- **Rectification:** Correct inaccurate or incomplete information.
- **Erasure:** Request deletion of your data where appropriate.
- **Restriction:** Ask us to limit how your data is used.
- **Portability:** Request transfer of your data to another provider.
- **Objection:** Object to processing for direct marketing or legitimate interests.
- **Withdraw consent:** Withdraw consent for marketing at any time.

To exercise any of these rights, email **info@nudgeco.com**. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at **www.ico.org.uk**.

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## **11. Children's Data**

Our website and products are not directed at children under 16. We do not knowingly collect data from children. If we discover such data has been provided, it will be deleted.

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## **12. Changes to This Policy**

We may update this Privacy Policy to reflect changes in law or our business practices. The latest version will always appear on this page with an updated date. Continued use of our website after changes are posted means you accept the revised terms.

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## **13. Contact Us**

If you have any questions or concerns about this Privacy Policy, please contact:

### **Nudge Innovations Ltd**

Suite 4.4, The Pentagon Centre

36–38 Washington Street

Glasgow, G3 8AZ

Email: [\*\*info@nudgeco.com\*\*](mailto:info@nudgeco.com)