

Last Updated: 27 October 2025

1. Introduction

Welcome to The Gaskin Group (“we,” “us,” or “our”). Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your information when you visit our website (thegaskingroup.com) (the “Site”).

This policy is designed to comply with both:

- **United States privacy regulations**, including applicable state laws, and
- **European Union privacy laws**, including the **General Data Protection Regulation (GDPR)**.

By using our Site, you agree to the terms of this Privacy Policy.

2. Information We Collect

We collect personal and non-personal information in the following ways:

a. Information You Provide Voluntarily

- When you fill out contact forms or subscribe to our newsletter.
- When you download resources or request information.
- This may include your name, email address, company name, and any other details you provide.

b. Information Collected Automatically

When you visit our Site, we automatically collect certain information through **Google Analytics**, including:

- IP address
- Browser type and version

- Pages visited, time spent, and referring websites
- Device type and operating system

This information is aggregated and used to understand how visitors use our Site.

3. Use of Cookies

Our Site uses cookies to improve your browsing experience and analyze traffic.

a. Types of Cookies

- **Essential cookies:** Required for website functionality.
- **Analytics cookies:** Used by Google Analytics to understand user behavior.
- **Preference cookies:** Remember your settings and choices.

b. Cookie Consent

We use **Cookie Control** to manage your cookie preferences. When you visit our Site for the first time, a cookie banner will appear allowing you to **accept**, **reject**, or **customize** your cookie preferences.

You can change your preferences at any time through the Cookie Control settings on our Site.

4. How We Use Your Information

We may use your personal data to:

- Respond to inquiries or provide requested information.
- Send marketing communications (with your consent).
- Improve our website, content, and user experience.
- Comply with legal obligations.

We do not sell or rent your personal information to third parties.

5. Legal Basis for Processing (EU Visitors Only)

If you are located in the European Economic Area (EEA), we process your personal data based on one or more of the following legal bases:

- **Consent:** You have given us permission to use your data.
 - **Contract:** Processing is necessary for fulfilling an agreement with you.
 - **Legitimate Interest:** For website operation, analytics, and marketing (balanced with your rights).
 - **Legal Obligation:** To comply with laws or regulations.
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6. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Policy or as required by law.

Google Analytics data may be retained for up to 26 months unless otherwise adjusted.

7. Sharing of Information

We may share your information with trusted third-party service providers who assist in operating our website or conducting business, such as:

- **Webflow**, our hosting platform
- **Google Analytics**, for website analytics
- **Email marketing providers** (if applicable)

These providers are required to protect your data and only use it for the purposes we specify.

8. International Data Transfers

If you are located in the European Union, please note that your data may be transferred to and processed in the **United States** or other countries where data protection laws may differ.

We take steps to ensure your information is protected, such as using standard contractual clauses approved by the European Commission.

9. Your Rights

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

For EU/EEA Residents (GDPR):

- Access your personal data
- Correct or update inaccurate data
- Request deletion (“Right to be Forgotten”)
- Withdraw consent at any time
- Object to processing or request data portability

For U.S. Residents:

Your rights may vary depending on your state. You may have the right to:

- Know what personal information we collect and how it’s used
- Request access or deletion of your information
- Opt out of certain data sharing practices

To exercise any of these rights, contact us at philip@philipgaskin.com.

10. Data Security

We take appropriate technical and organizational measures to protect your information from unauthorized access, disclosure, alteration, or destruction.

However, please note that no method of transmission over the Internet is 100% secure.

11. Children's Privacy

Our Site is not intended for individuals under the age of 16. We do not knowingly collect personal information from children. If you believe we have done so, please contact us so we can delete it.

12. Updates 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.

13. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your privacy rights, please contact us:

The Gaskin Group

Email: philip@philipgaskin.com

Website: <https://thegaskingroup.com/>