

Privacy Policy

Effective Date: 13th April 2024

This Privacy Policy explains how Connective Vision collects, uses, and protects your personal information. We are committed to respecting your privacy and complying with the UK General Data Protection Regulation (UK GDPR).

1. Who We Are

Connective Vision is a UK-based consultancy helping churches, charities, and community venues and spaces optimise venue hire operations.

Contact: hello@connectivevision.com

2. What Information We Collect

We may collect personal data when you:

- Sign up for our newsletter
- Submit an enquiry through our website
- Engage our consultancy services
- Download resources or register for training
- Make payments or request invoices
- Are contacted by us through professional outreach

This may include:

- Your name and contact details (email, phone)
- Your job title and organisation
- Project or enquiry information
- Payment and billing details
- Marketing and communication preferences

We also collect limited technical data via cookies or analytics (see Section 6).

We do not knowingly collect personal data from individuals under the age of 18.

3. How We Use Your Data

We use your data to:

- Deliver our services and respond to your enquiries
- Provide relevant consultancy, proposals, or resources
- Send newsletters and marketing updates (where consent or legitimate interest applies)
- Process payments and manage bookings or accounts
- Improve our services and website functionality

We only collect the minimum necessary information and handle it with care and confidentiality.

4. Legal Basis for Processing

We rely on one or more of the following lawful bases:

- **Consent** – for newsletter subscriptions and optional marketing
- **Contract** – when entering into or performing a service agreement with you
- **Legitimate Interests** – for business development, responding to professional enquiries, or contacting individuals whose roles are relevant to our services
- **Legal Obligation** – for financial, legal, or record-keeping requirements

5. Data Storage & Security

Your data is stored securely using cloud-based systems with password protection, encryption, and limited internal access. We may use trusted third-party providers to support email marketing, cloud storage, invoicing, or CRM functions. A full list of data processors can be provided upon request.

6. Cookies & Analytics

Our website uses cookies and analytics tools to help us:

- Understand how visitors interact with the site
- Improve functionality and performance

This may include anonymised data such as your location, pages viewed, or device type.

We do not use cookies to personally identify you. You can adjust your cookie preferences in your browser or via the cookie banner shown on your first visit.

7. Professional Outreach & Cold Emailing

We may contact individuals at churches, charities, or community venues in a professional capacity using publicly available information (e.g. from websites or directories). These emails are:

- Sent on the basis of legitimate interest
- Relevant to the recipient's professional role
- Limited in frequency
- Always include a clear opt-out or unsubscribe option

You can opt out of further contact at any time by replying to the email or contacting hello@connectivevision.com.

8. Sharing Your Data

We do not sell, rent, or trade your personal information. All data is handled internally or via secure third-party providers acting on our behalf. These partners are GDPR-compliant and contractually bound to safeguard your data.

9. Payments

Payments may be collected via secure third-party processors. We do not store card or bank details ourselves. All transactions are handled through platforms with appropriate security standards and privacy policies.

10. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Correct or update inaccurate data
- Request deletion of your data
- Withdraw consent at any time (e.g. unsubscribe from marketing)
- Object to or restrict how we process your data
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, contact hello@connectivevision.com.

11. Data Retention

We retain your data only for as long as necessary:

- Client and financial data: up to 6 years, to comply with tax and legal requirements
- CRM and project records: up to 3 years from last contact, unless part of ongoing support
- Marketing and newsletter data: until you unsubscribe or request removal

We review data annually and delete or anonymise records that are no longer relevant.

12. Updates to This Policy

We may update this policy from time to time. The most recent version will always be available on our website. If significant changes are made, we will notify you where appropriate.