

# Privacy Policy

## Introduction

Welcome to [www.streetpr.co.uk](http://www.streetpr.co.uk) ("Website"). This Website is owned and operated by On Street Agency Ltd ("we," "our," or "us"). Protecting your privacy is of utmost importance to us, and we are committed to safeguarding your personal data. This Privacy Policy explains how we collect, use, store, and protect your personal data in compliance with the General Data Protection Regulation (GDPR). It also explains your rights regarding your personal data.

By using our Website, you consent to the practices described in this policy. Please read the following to understand how we handle your information.

### 1. Who We Are

On Street Agency Ltd

Registered Address: Unit 14 Canonbury Business Centre, New North Road, London, England, N1 7BJ

Company Registration Number: 14621807

If you have any questions about this Privacy Policy or how we process your data, you can contact us at:

**Email:** [hello@streetpr.co.uk](mailto:hello@streetpr.co.uk)

**Phone:** 02035981206

### 2. What Data We Collect

When you use our Website, we may collect the following personal data:

- **Information you provide:** This includes data you provide when filling out forms (e.g., contact forms or newsletters), such as your name, email address, telephone number, and other details.
- **Automatically collected data:** When you visit our Website, we may collect technical information such as your IP address, browser type, operating system, and details of your visit (e.g., pages viewed, time spent on the site).
- **Cookies and tracking technologies:** We use cookies to enhance your experience on our Website. For more details, please refer to our **Cookies Policy** below.

### 3. How We Use Your Data

We use your personal data for the following purposes:

- To provide, operate, and improve our Website and services
- To respond to your enquiries or requests
- To send you marketing and promotional communications (only if you have consented to receive them)
- To understand how users interact with our Website to improve its functionality
- To comply with legal obligations or defend legal claims

### 4. Legal Basis for Processing Data

Under GDPR, we process your data based on the following legal grounds:

- **Consent:** Where you have given clear consent for us to process your personal data for a specific purpose (e.g., subscribing to our newsletter).
- **Contractual necessity:** Where processing is required to fulfil a contract we have with you or to take steps at your request before entering a contract.
- **Legal obligations:** Where processing is necessary to comply with a legal obligation.
- **Legitimate interests:** Where processing is required for our interests, such as improving the Website or defending against fraud, and such processing does not override your rights.

## 5. Sharing Your Data

We will not sell or rent your personal data to third parties. However, we may share your data with:

- **Service providers:** Companies that assist us in operating our Website and delivering our services (e.g., IT support, analytics providers). These providers are bound by confidentiality agreements.
- **Legal requirements:** If required by law, regulation, or legal proceedings, we may disclose your personal data to comply with legal obligations.

## 6. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes described in this policy, comply with legal requirements, or resolve disputes. Once the purpose of data retention has been fulfilled, we will securely delete or anonymize your data.

## 7. Cookies Policy

Our Website uses cookies to personalise content, analyse site performance, and enhance user experience. Cookies are small text files stored on your device when you visit a website. They may include data such as your browsing preferences or login information.

### Types of Cookies We Use:

- **Essential Cookies:** Necessary for the operation of our Website.
- **Analytical Cookies:** Help us understand how users interact with the Website for optimisation purposes.
- **Marketing Cookies:** Used to deliver relevant advertisements to you.

You can manage your cookie preferences through your browser settings or our Cookie Banner upon visiting the Website. Please note that disabling certain cookies might impact your experience.

## 8. Your GDPR Rights

Under the GDPR, you have the following rights concerning your personal data:

- **Access:** You can request a copy of the personal data we hold about you.

- **Correction:** You can request that inaccurate or incomplete data be corrected.
- **Deletion:** You can ask us to delete your personal data (subject to certain conditions).
- **Restriction:** You can request that we limit how we process your data.
- **Portability:** You have the right to receive your personal data in a structured, commonly used format.
- **Objection:** You can object to specific processing activities based on legitimate interest or direct marketing.
- **Withdraw consent:** If we process your data based on your consent, you can withdraw it at any time.

To exercise your rights, please contact us at [hello@streetpr.co.uk](mailto:hello@streetpr.co.uk). We will respond within one month of receiving your request.

## 9. Security Measures

We implement appropriate technical and organizational measures to protect your personal data from loss, misuse, unauthorized access, alteration, or disclosure. However, no system is completely secure, and we cannot guarantee absolute security.

## 10. International Data Transfers

If your data is transferred outside the European Economic Area (EEA), we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses, to protect your privacy and rights.

## 11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time to reflect changes to our practices or legal obligations. The updated version will be posted on our Website with the “Last Updated” date.

## 12. Contact Us

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

**Email:** [hello@streetpr.co.uk](mailto:hello@streetpr.co.uk)

**Phone:** 02035981206

Thank you for trusting us with your information. We value your privacy and are committed to protecting your personal data.