

## Privacy Policy

**Last updated: 18 December 2025**

### About ALFA Connect Group Ltd.

ALFA Connect Group Ltd. (“we”, “us”, “our”) operates the website [www.alfacg.com](http://www.alfacg.com). We are committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store, and protect personal information when you interact with our website or communicate with us.

By using our website, you agree to the collection and use of information in accordance with this policy.

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## 1. Information We Collect

### 1.1 Personal Information

We may collect personal information that you voluntarily provide to us, including but not limited to:

- Name
- Email address
- Telephone number
- Company name
- Job title
- Postal address
- Any information submitted via contact forms, enquiries, or downloads

### 1.2 Automatically Collected Information

When you visit our website, we may automatically collect certain technical information, including:

- IP address
- Browser type and version
- Operating system
- Pages visited and time spent on the site
- Referring website

We may use cookies and similar technologies to improve website functionality and user experience. You can control cookies through your browser settings.

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

We use your information for the following purposes:

### **2.1 To Respond to Enquiries**

To respond to requests, enquiries, or communications you send to us.

### **2.2 To Operate and Improve Our Website**

To monitor website usage, improve performance, content, and user experience.

### **2.3 Marketing and Communications**

Where you have provided consent, we may send you information about our services, insights, events, or news.

You may unsubscribe at any time using the link in our communications or by contacting us directly.

### **2.4 Legal and Regulatory Purposes**

Where necessary to comply with legal obligations or to protect our legal rights.

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## **3. Disclosure of Your Information**

We do not sell your personal information.

We may share your information with:

### **3.1 Service Providers**

Trusted third-party providers who support our website, IT systems, analytics, or communications, and who are required to process data securely and lawfully.

### **3.2 Legal or Regulatory Authorities**

Where disclosure is required by law, regulation, or legal process.

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## **4. Data Retention**

We retain personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, or to comply with legal, regulatory, or contractual requirements.

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## 5. Your Rights

Under UK data protection law, you have the right to:

- Request access to your personal data
- Request correction of inaccurate or incomplete data
- Request deletion of your personal data
- Object to or restrict processing
- Withdraw consent for marketing communications at any time

To exercise your rights, please contact us using the details below.

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## 6. Children's Privacy

Our website is not intended for children under the age of 13.

We do not knowingly collect personal information from children. If you believe a child has provided us with personal data, please contact us and we will remove it promptly.

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## 7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legal requirements or how we operate.

Any updates will be posted on this page, and the "Last updated" date will be revised accordingly.

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## 8. Contact Us

If you have any questions about this Privacy Policy or how we handle personal information, please contact:

### **Data Protection Officer**

ALFA Connect Group  
7 Bell Yard  
London  
WC2R 2JR

Email: [support@alfacg.com](mailto:support@alfacg.com)

By using our website, you consent to the collection and use of your personal information as described in this Privacy Policy.