

ALFA Connect Group – Privacy Policy

March 2024

About ALFA Connect Group

ALFA Connect Group is a trading name of ALFA CX Ltd. Company registration number 15463532. Our registered office is 7 Bell Yard, London, WC2R 2JR ("we," "us," or "our") operates the websites www.alfacx.com and www.alfacg.com and is committed to protecting the privacy of our users ("you," "your," or "user"). This Privacy Policy outlines the types of personal information we collect, how we use it, and your choices regarding your information.

1. Information We Collect:

1.1. Personal Information: When you visit our website, we may collect personal information you provide voluntarily, such as your name, email address, phone number, postal address, and any other information you choose to provide.

1.2. Automatically Collected Information: We may automatically collect certain information about your device, including your IP address, browser type, operating system, and other technical details. We may also use cookies and similar tracking technologies to enhance your experience on our website.

2. How We Use Your Information:

2.1. To Provide Services: We may use the information we collect to provide you with the services you request, such as responding to your inquiries or processing your orders.

2.2. To Improve Our Services: We may use your information to understand how our website is used, identify areas for improvement, and customize your experience.

2.3. Marketing and Communications: With your consent, we may send you marketing communications about our products, services, promotions, or events. You may opt-out of receiving these communications at any time.

3. Disclosure of Your Information:

3.1. Service Providers: We may share your information with third-party service providers who assist us in operating our website, conducting our business, or providing services to you.

3.2. Legal Requirements: We may disclose your information when required to comply with applicable laws, regulations, legal processes, or governmental requests.

4. Data Retention:

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

5. Your Rights:

5.1. Access and Correction: You may request access to, correction, or deletion of your personal information by contacting us using the contact information provided below.

5.2. Marketing Preferences: You may opt-out of receiving marketing communications from us by following the instructions provided in such communications or by contacting us directly.

6. Children's Privacy:

Our website is not directed to children under the age of 13, and we do not knowingly collect personal information from children. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us, and we will take steps to delete such information.

7. Changes to this Privacy Policy:

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our website.

8. Contact Us:

If you have any questions about this Privacy Policy or our practices regarding your personal information, please contact us at:

Data Protection Officer: ALFA Connect Group, 7 Bell Yard, London, WC2R 2JR.
DPO@alfacg.com

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