

# Privacy Policy for Business for Change LTD

---

*Last Updated: November 6, 2025*

## 1. Introduction

Welcome to Business for Change. We are committed to protecting your privacy and handling your personal data in an open and transparent manner.

This Privacy Policy explains how we, **Business for Change LTD** ("we", "us", "our"), collect, use, and protect your personal information when you visit our website ([www.businessforchange.com](http://www.businessforchange.com)) and use our services, including downloading our guides or subscribing to our updates.

Business for Change LTD is the data controller for the personal data we process. Our registered details are:

- **Company Name:** Business for Change LTD
- **Company Number:** 16455421
- **Registered Address:** 2, Southlands Road, York, United Kingdom

For any privacy-related questions, you can contact us at [serena@businessforchange.com](mailto:serena@businessforchange.com).

---

## 2. What Personal Data We Collect

We collect personal data directly from you when you choose to interact with our site. The information we collect is limited to what is necessary to provide you with our services.

### Information you provide to us:

- **First Name:** To personalize our communications.
- **Email Address:** To send you the content you requested and future updates.
- **Company Name:** To understand our audience and tailor our content.

This data is collected when you fill out forms on our website to download our Strategic AI Guide or access our Manifesto.

---

### 3. How We Use Your Personal Data

We use your personal data for the following purposes, based on your consent:

- **To Fulfill Your Request:** To send you the Strategic AI Guide or Manifesto you requested via email.
- **To Keep You Informed:** To share future updates about our services, including the Premium Guide, consulting offers, and platform development.
- **To Invite Collaboration:** To occasionally invite you to participate in beta programmes, surveys, or other feedback opportunities related to Business for Change.

We will never sell your personal data or share it with third parties for their own marketing purposes.

---

### 4. Our Lawful Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), we rely on the following lawful bases to process your data:

- **Consent:** When you provide us with your personal information to receive our guide and subsequent communications, you are giving us your consent to process that data for the purposes outlined above. You can withdraw this consent at any time.
  - **Legitimate Interests:** We may process your information for our legitimate business interests, such as improving our services and understanding our audience, provided that our interests do not override your rights and freedoms.
- 

### 5. Data Storage and Third-Party Services

We use a limited number of trusted third-party services to operate our business. These services act as data processors and are contractually obligated to protect your data.

Service Provider	Purpose	Data Location
<b>Tally.so</b>	Form collection to gather your contact details.	European Union
<b>Microsoft Outlook 365</b>	Manual management of our contact list and email communications.	Global (with UK/EU data residency)
<b>IONOS</b>	Hosting for our website.	United Kingdom/ European Union
<b>Microsoft OneDrive</b>	Hosting for downloadable files (e.g., the Guide).	Global (with UK/EU data residency)

We do not currently use any automated email marketing platforms or analytics services that process your personal data.

All third-party providers used are GDPR-compliant and process data under contractual agreements that meet UK and EU data protection standards.

---

## 6. Data Retention

We will retain your personal data for as long as you remain subscribed to our communications. If you choose to unsubscribe or request that your data be deleted, we will securely remove it from our active systems immediately. We may retain limited metadata (e.g., record of consent) for up to 12 months after deletion requests to comply with legal obligations.

---

## 7. Your Data Protection Rights

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

- **The right to be informed:** To know how we are using your data.
- **The right of access:** To request a copy of the data we hold about you.
- **The right to rectification:** To correct any inaccurate data we hold about you.

- **The right to erasure:** To request that we delete your data.
- **The right to restrict processing:** To limit how we use your data.
- **The right to data portability:** To receive your data in a portable format.
- **The right to object:** To object to us processing your data.
- **The right to withdraw consent:** To unsubscribe from our communications at any time.

To exercise any of these rights, please contact us at [serena@businessforchange.com](mailto:serena@businessforchange.com). You can unsubscribe directly by clicking the "unsubscribe" link in our emails or by emailing us.

---

## 8. Cookies and Tracking Technologies

Our website **does not currently use cookies** or any other tracking technologies. This means we do not collect any data about your browsing activity.

If we introduce analytics or other cookie-based technologies in the future (such as Plausible Analytics), we will notify users via a cookie banner and update this policy prior to implementation.

---

## 9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. The "Last Updated" date at the top of this policy will indicate when the latest changes were made. We encourage you to review this policy periodically.

---

## 10. How to Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

**Serena @ Business for Change**

**Email:** [serena@businessforchange.com](mailto:serena@businessforchange.com)

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)).