

Privacy Policy

How we collect, use, and protect personal data



This Privacy Policy explains how Planned Data Ltd. (“we”, “us”, “our”) collects, uses, and protects personal data of visitors to plannedata.com, in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.¹

Who We Are

Planned Data Ltd. is a company registered in England and Wales, company number 16617913, with its registered office at C/O Kilvington Solicitors, Westmorland House, Market Square, Kirkby Stephen, Cumbria, CA17 4QT.²

What Data We Collect

We may collect the following categories of personal data when you interact with our website:

- **Contact details** such as name, email address, and telephone number submitted via forms.
- **Usage data** including pages visited, time on site, and referral source, gathered through analytics cookies.
- **Marketing preferences** and interactions with marketing communications, where consent has been given.

Purposes and Legal Basis for Processing

We process personal data on the following legal bases: **consent** for marketing communications and non-essential cookies; **legitimate interests** for website analytics and responding to enquiries; and **legal obligation** where required for accounting and compliance records.^{1, 3}

Data Sharing and International Transfers

We share data with trusted third-party service providers, including website hosting, analytics, and email marketing platforms. Where any provider is located outside the UK, transfers are safeguarded using UK Standard Contractual Clauses or an equivalent adequacy mechanism.¹

Retention

Personal data is retained only as long as necessary for the purposes described above. Enquiry data is typically retained for up to 24 months; financial records are retained for six years to meet statutory obligations.¹

Your Rights

Under UK GDPR, you have the right to access, rectify, erase, restrict, or port your personal data, and to object to certain processing. You may also withdraw consent at any time.¹

Complaints

If you have concerns about how we handle your data, please contact us in the first instance. From 19 June 2026, an internal complaints process introduced under the Data (Use and Access) Act 2025 must be followed before referring unresolved complaints to the Information Commissioner's Office (ICO).¹

Appendix: References

1. UK GDPR privacy notice requirements after DUAA – [TrustYourWebsite](#)
2. Companies House record for Planned Data Ltd. – [Companies House](#)
3. GDPR website requirements UK complete guide 2026 – [SmartPubTools](#)