PRIVACY POLICY

NU MEDIA GROUP LTD

Company Number: 14205546

Last Updated: January 2026

1. Introduction

Nu Media Group Ltd (*"we", "us", "our"*) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This policy applies to personal data we collect through our website, services, and business operations.

2. Who We Are

Data Controller:

- **Company Name:** NU MEDIA GROUP LTD
- **Company Number:** 14205546
- **Registered Address:** New Barn Mudberry Lane, Bosham, Chichester, England, PO18 8TS
- **Email:** hello@numediagroup.co.uk
- **Website:** www.numediagroup.co.uk

ICO: https://ico.org.uk/

3. What Personal Data We Collect

We may collect and process the following categories of personal data:

3.1 Information You Provide to Us

- **Contact information:** Name, email address, telephone number, business address
- **Business information:** Company name, job title, industry sector
- **Billing information:** Payment details, billing address, purchase history
- **Communications:** Information contained in correspondence, enquiries, and feedback you send to us
- **Marketing preferences:** Your preferences for receiving marketing

communications

3.2 Information We Collect Automatically

- **Website usage data:** Pages visited, time spent on pages, links clicked, referring website addresses
- **Technical information:** IP address, browser type and version, device type, operating system
- **Cookies and tracking technologies:** Information collected through cookies and similar technologies (see our Cookie Policy)

3.3 Information We Receive from Third Parties

- Business information from publicly available sources such as Companies House
- Analytics and demographic information from third-party analytics providers

4. How We Use Your Personal Data

We use your personal data for the following purposes:

4.1 Service Delivery

- To provide digital marketing, SEO, social media management, web development, hosting, videography, and photography services
- To manage and maintain your website and digital assets
- To communicate with you about our services
- To process payments and manage billing

Legal Basis: Performance of a contract

4.2 Business Administration

- To manage client relationships and accounts
- To keep records for accounting and tax purposes
- To respond to enquiries and provide customer support

Legal Basis: Legitimate interests (running our business efficiently)

4.3 Marketing and Communications

- To send marketing communications about our services
- To share news, updates, and promotional offers
- To showcase client success stories and case studies (with permission)

Legal Basis: Consent (you can unsubscribe at any time) or legitimate interests (existing business relationships)

4.4 Website Improvement and Analytics

- To analyse website usage and improve our services
- To understand user behaviour and preferences
- To troubleshoot technical issues

Legal Basis: Legitimate interests (improving our services)

4.5 Legal Compliance

- To comply with legal obligations, court orders, and regulatory requirements
- To protect our legal rights and prevent fraud

Legal Basis: Legal obligation or legitimate interests (protecting our business)

5. Data Processing on Behalf of Clients

When we provide services to our clients, we may process personal data on their behalf. In these circumstances:

- We act as a **data processor** and our client is the **data controller**
- We only process data in accordance with our client's instructions and applicable data protection agreements
- Examples include: managing contact forms on client websites, handling social media enquiries, processing analytics data
- If you have questions about data processed on behalf of a client, please contact that organisation directly

6. Who We Share Your Personal Data With

We may share your personal data with the following categories of recipients:

6.1 Service Providers and Processors

- **Cloud storage providers:** Google Drive for file storage and collaboration
- **Email marketing platforms:** Mailchimp for managing marketing communications
- **Analytics providers:** Google Analytics for website analytics and performance monitoring
- **Payment processors:** QuickBooks for payment processing and invoicing
- **Social media platforms:** Meta Business Suite (Facebook and Instagram), TikTok, Pinterest for social media management
- **Video hosting platforms:** Vimeo and YouTube for hosting video content

6.2 Professional Advisors

- Lawyers, accountants, auditors, and other professional advisors who assist us in running our business

6.3 Legal and Regulatory Authorities

- Government bodies, law enforcement agencies, and courts when required by law or to protect our legal rights

6.4 Business Transfers

- In the event of a sale, merger, or acquisition of our business, your data may be transferred to the new owner

7. International Data Transfers

Some of our service providers are located outside the United Kingdom and European Economic Area (EEA), which means your personal data may be transferred to and processed in countries with different data protection standards.

Where we transfer data internationally, we ensure appropriate safeguards are in place, including:

- **Standard Contractual Clauses (SCCs):** EU/UK-approved contractual terms that ensure data protection
- **Data Processing Agreements:** Contracts with service providers that include data protection obligations
- **Adequacy Decisions:** Where countries have been deemed to provide adequate protection by UK/EU authorities

Our key service providers (Google, Mailchimp, Meta, QuickBooks) have implemented appropriate safeguards including Standard Contractual Clauses and other security measures to protect your data during international transfers.

8. How Long We Keep Your Personal Data

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected and to comply with legal requirements:

- **Client contracts and billing data:** 7 years after the end of the contract (in line with UK tax and accounting requirements)
- **Client contact details:** Retained after contract ends unless you request deletion
- **Marketing data:** Until you unsubscribe or request deletion, or if you have not engaged with our communications for 3 years
- **Website analytics:** Varies based on project requirements; typically retained while managing client websites
- **Video and photography files:** Retained as agreed with clients; typically for the duration of the project and for portfolio purposes with client permission

9. Your Rights Under UK GDPR

Under UK data protection law, you have the following rights:

- **Right of access:** Request a copy of the personal data we hold about you
- **Right to rectification:** Request correction of inaccurate or incomplete personal data
- **Right to erasure:** Request deletion of your personal data in certain circumstances
- **Right to restrict processing:** Request that we limit how we use your personal data
- **Right to data portability:** Request transfer of your personal data to another organisation
- **Right to object:** Object to processing based on legitimate interests or for direct marketing purposes

- **Right to withdraw consent:** Withdraw consent at any time where processing is based on consent

To exercise any of these rights, please contact us at **hello@numediagroup.co.uk**. We will respond to your request within one month.

Right to complain: You have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe we have not handled your personal data properly. Contact the ICO at www.ico.org.uk or call 0303 123 1113.

10. Marketing Communications

We may send you marketing communications about our services if:

- You have given us consent to do so, or
- We have a legitimate interest (you are an existing client or have recently enquired about our services)

You can opt out at any time by: (1) clicking the 'unsubscribe' link in any marketing email, (2) updating your preferences through our website, or (3) contacting us at hello@numediagroup.co.uk.

11. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to improve your experience and analyse website performance. Cookies are small text files stored on your device when you visit our website.

We use the following types of cookies:

- **Essential cookies:** Required for the website to function properly
- **Analytics cookies:** Help us understand how visitors use our website (Google Analytics)
- **Marketing cookies:** Track visitors across websites to display relevant advertisements

You can control cookies through your browser settings. Please note that disabling certain cookies may affect website functionality. For more information, see our separate Cookie Policy.

12. How We Protect Your Personal Data

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, destruction, or alteration. These measures include:

- Secure servers and encrypted data transmission (SSL/TLS)
- Access controls and password protection
- Regular security assessments and updates
- Staff training on data protection and confidentiality
- Secure cloud storage with reputable providers

While we take all reasonable precautions to protect your data, no method of

transmission over the internet is completely secure. We cannot guarantee absolute security but will notify you of any data breaches as required by law.

13. Children's Privacy

Our services are not directed at children, and we do not knowingly collect personal data from children. If you believe we have inadvertently collected data from a child, please contact us immediately at hello@numediagroup.co.uk and we will delete it promptly.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by:

- Posting the updated policy on our website with a new 'Last Updated' date
- Sending you an email notification (for significant changes)

We encourage you to review this policy periodically to stay informed about how we protect your personal data.

15. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal data, please contact us:

Email: hello@numediagroup.co.uk

Post: Nu Media Group Ltd, New Barn Mudberry Lane, Bosham, Chichester, England, PO18 8TS

Website: www.numediagroup.co.uk

We aim to respond to all enquiries within 5 working days.

End of Privacy Policy