

Privacy Policy for The Herde Ltd

Last Updated: 08.10.2023

At The Herde Ltd (the "Company," "we," "us," or "our"), we are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines our practices concerning the collection, use, disclosure, and protection of your personal information when you visit our website at www.theherde.co.uk (the "Website"). By using our Website, you consent to the practices described in this Privacy Policy.

1. Information We Collect

1.1. Personal Information

We may collect the following types of personal information when you visit our Website or use our services:

Name: We may collect your full name if you provide it.

Email Address: We collect your email address if you subscribe to our newsletter or contact us.

Contact Information: We may collect other contact information you provide, such as a phone number or mailing address.

Usage Information: We collect information about how you use our Website, including pages visited, duration, and interactions.

1.2. Non-Personal Information

We may also collect non-personal information, which does not directly identify you, such as aggregated or anonymized data, device information, and cookies.

2. How We Use Your Information

We may use your personal information for the following purposes:

To provide you with the services you request.

To personalise and improve your experience on our Website.

To communicate with you, including responding to your inquiries and sending you updates or newsletters.

To monitor and analyse Website usage and trends.

To enforce our Terms of Service and protect our rights, privacy, safety, or property, and that of our users and others.

3. Disclosure of Your Information

We may disclose your personal information to third parties under the following circumstances:

- With your consent.
- To third-party service providers who assist us in operating our Website and services.
- To comply with legal obligations or as required by law enforcement.
- In connection with a business transaction, such as a merger, acquisition, or sale of assets.

4. Security

We take reasonable measures to protect your personal information from unauthorised access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure. Therefore, we cannot guarantee absolute security.

5. Your Choices

You can choose not to provide certain personal information, but it may limit your ability to use certain features of our Website. You can also modify or delete your personal information by contacting us.

6. Changes to this Privacy Policy

We may update this Privacy Policy to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any material changes by posting the updated Privacy Policy on our Website.

7. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:
partof@theherde.co.uk