

## **Privacy Policy**

**Effective Date:** 12.08.2025

**Website:** <https://willowbrookcapital.co.uk>

### **1. Introduction**

Willowbrook Capital (“we”, “our”, “us”) is committed to protecting your privacy and safeguarding your personal information. This Privacy Policy explains how we collect, use, store, and protect your data when you visit our website or engage with our services.

We comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

By using our website, you agree to the practices described in this Privacy Policy.

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### **2. Information We Collect**

We may collect and process the following information:

#### **a) Information You Provide Directly**

- Name
- Email address
- Telephone number
- Company name and job title (if applicable)
- Any information you send us via forms, email, or direct communication

#### **b) Information Collected Automatically**

- IP address
  - Browser type and version
  - Pages you visit on our site and time spent on them
  - Device type and operating system
  - Cookies and tracking technologies (see **Section 7: Cookies**)
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### **3. How We Use Your Information**

We use your personal data for the following purposes:

- To respond to your enquiries or requests
- To provide you with our services
- To send you updates, newsletters, or marketing communications (only if you have opted in)
- To improve our website’s content, layout, and functionality
- To comply with legal obligations

## 4. Legal Basis for Processing

We process your personal data based on:

- **Consent** – where you have explicitly agreed to our use of your data
  - **Contract** – where processing is necessary for the performance of a contract with you
  - **Legal obligation** – where we are required by law to process your data
  - **Legitimate interests** – where processing is necessary for our business purposes, and your rights do not override those interests
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## 5. How We Share Your Information

We do not sell your personal information. We may share your data only with:

- Service providers who help operate our website or deliver our services
- Regulatory bodies, if required by law
- Professional advisers (e.g., accountants, legal counsel)
- Third parties if we merge, sell, or restructure our business

All third parties are required to keep your data secure and process it in accordance with UK data protection laws.

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## 6. International Data Transfers

If your personal data is transferred outside the UK, we will ensure it is protected by appropriate safeguards, such as Standard Contractual Clauses or other legally recognised mechanisms.

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## 7. Cookies

Our website uses cookies to improve user experience, analyse site traffic, and personalise content. You can control or disable cookies in your browser settings. For more information, see our **Cookie Policy**.

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## 8. Data Retention

We keep your personal data only as long as necessary for the purposes for which it was collected, or as required by law.

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## 9. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Rectify incorrect or incomplete data
- Erase your personal data (“right to be forgotten”)
- Restrict or object to processing
- Data portability
- Withdraw consent at any time (where processing is based on consent)

- Lodge a complaint with the **Information Commissioner's Office (ICO)** at [www.ico.org.uk](http://www.ico.org.uk)

To exercise your rights, please contact us at [Data@willowbrookcapital.co.uk](mailto:Data@willowbrookcapital.co.uk).

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## **10. Security**

We take appropriate technical and organisational measures to protect your personal data from loss, misuse, unauthorised access, alteration, or disclosure.

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## **11. Links to Other Websites**

Our site may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites.

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## **12. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated "Effective Date".

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## **13. Contact Us**

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

**Willowbrook Capital**

Email: [Data@willowbrookcapital.co.uk](mailto:Data@willowbrookcapital.co.uk)