# Privacy and Security Policy

At Iceberg Digital we respect your privacy and are committed to protecting your personal data. This Privacy and Security Policy explains how we collect, use and safeguard information when you visit our website or engage with our services.

## Who We Are

Our website, www.iceberg-digital.co.uk, is owned and operated by Iceberg Digital. Our Data Protection Officer can be contacted at Yusuf@iceberg-digital.co.uk.

## What Data We Collect

We may collect information that you provide directly to us, such as when you request a demo, subscribe to newsletters or contact us. This may include your name, email address, phone number and company details. We may also collect technical information such as your IP address, browser type and usage patterns when you browse our site.

## How We Use Your Data

We use your personal data to provide and improve our services, respond to your enquiries, manage subscriptions, send updates you have requested, and to improve the performance of our website. Where required, we may also use your data to comply with legal obligations.

## Legal Basis for Processing

We process your personal data where it is necessary for performing a contract with you, to comply with legal obligations, with your consent, or where it is in our legitimate business interests and does not override your rights.

## How Long We Keep Your Data

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including meeting any legal, accounting or reporting requirements. We will securely delete or anonymise your information once it is no longer needed.

## Your Rights

You have rights under UK data protection law, including the right to access, correct or request deletion of your data. You can also object to certain processing or ask us to restrict how your data is used. Further details of your rights can be found on the Information Commissioner’s Office (ICO) website. If you are unhappy with how we handle your data, you have the right to lodge a complaint with the ICO.

## International Transfers

We use trusted third-party providers, including cloud hosting services such as Amazon Web Services (AWS). Your data may be stored in the UK, the European Economic Area (EEA), or in other countries that provide adequate safeguards. Where data is transferred outside the UK or EEA, we ensure appropriate protection is in place, such as standard contractual clauses.

## Security of Your Data

We take appropriate technical and organisational measures to protect your personal data, including secure hosting, encryption where applicable, and restricted access controls. Our staff are trained in data protection and we review our security practices regularly.