



Nerual Marketing Ltd. Privacy Policy

This Privacy Policy describes how your personal information is collected, used, and shared when you visit www.nerualmarketing.co.uk, referred to as “the site” below.

PERSONAL INFORMATION WE COLLECT

When you visit the site, we automatically collect certain information about your device, including your web browser, IP address, time zone, and some of the installed cookies on your device. Additionally, as you browse the site, we collect information about the individual web pages you view, what websites or search terms referred you to the site, and how you interact with the site. We refer to this automatically collected information as “device information.”

We collect Device Information using the following technologies:

- **“Cookies”** are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies and how to disable cookies, visit <https://ico.org.uk/for-organisations/guide-to-pecr/guidance-on-the-use-of-cookies-and-similar-technologies/what-are-cookies-and-similar-technologies/#cookies2>
- **“Log files”** track actions occurring on the site and collect data, including your IP address, browser type, internet service provider, referring/exit pages, and date/time stamps
- **“Web beacons,” “tags,” and “pixels”** are electronic files used to record information about how you browse the site

ENQUIRY FORM

When you submit an enquiry form on the site, we will collect information, including your business name, contact information, including your name, email address, and phone number.

When we talk about “personal information” in this Privacy Policy, it is referred to as “device information”.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the device information that we collect to help us screen for potential risk and fraud (in particular, your IP address). In addition, the device information is collected to improve and optimize our site. The device information generates analytics about how our clients browse and interact with the site, which allows us to assess the success of our marketing and advertising campaigns.



SHARING YOUR PERSONAL INFORMATION

We share your personal information with third-party providers, including Google Analytics, to help us understand how our customers use the site; you can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>

LAWS, REGULATIONS & SUBPOENA

We may be required to share your personal information in order to comply with applicable laws and regulations, respond to a subpoena, search warrant or other lawful requests for information we receive, or otherwise protect our rights.

BEHAVIOURAL ADVERTISING

As described above, we use your personal information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the ICO website here: <https://ico.org.uk/your-data-matters/be-data-aware/social-media-privacy-settings/microtargeting/>

CHANGES

We may update this privacy policy from time to time to reflect, for example, changes to our practices or other operational, legal, or regulatory reasons.

CONTACT US

For more information about our privacy policy, if you have questions, or if you would like to make a complaint, please get in touch with us by email at lauren@nerualmarketing.co.uk or by post using the details provided below:

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