

Privacy Policy

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Last updated: April 07, 2025

1. Who We Are

Blue Waves is a UK-based business support service, offering virtual operational, administrative, and project support. The data controller is Sarah Northwood, trading as Blue Waves.

If you have any questions about this policy, please contact:

' cs@bluewaves.uk

2. What Data We Collect

We may collect and store the following information:

- Your name and contact details (e.g. email, phone number, business address)
- Business information you share with us to carry out services (e.g. client names, CRM data, financial records)
- Communication history with Blue Waves
- Payment and billing information

3. How We Use Your Data

We use your data to:

- Deliver our agreed services to you
- Respond to your enquiries
- Send invoices and manage billing
- Maintain business records for legal and tax purposes
- Improve our services

We will never sell your data or use it for purposes you haven't agreed to.

4. How We Store & Protect Your Data

Your data is stored securely using password-protected tools, secure cloud platforms, and trusted systems that comply with GDPR standards. We regularly review our data handling processes and maintain up-to-date security practices.

5. Sharing Your Data

We only share your information when:

- It's necessary to provide our services (e.g. using invoicing software)
- We're legally required to (e.g. for tax or regulatory reasons)
- You've given us permission to do so

All third-party services we use are GDPR-compliant.

6. Your Rights

You have the right to:

- Access the personal data we hold about you
- Request corrections or updates to your data
- Ask for your data to be deleted (where applicable)
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO) if you believe your data has been misused

To exercise any of these rights, email us at cs@bluewaves.uk.

7. How Long We Keep Your Data

We only keep your personal data for as long as needed to fulfil the purposes outlined above, or as required by law (e.g. for tax or accounting).

8. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page with an updated "last modified" date. You're encouraged to review this policy occasionally to stay informed.