This is the privacy statement for the Data Consulting Group (DCG) Ltd, its subsidiaries and affiliates. DCG understands that your privacy is important, that is we are committed to protecting your privacy and personal information.

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how data protection law protects you.

In this policy we explain:

1. Who we are and important information
2. The personal data we collect about you
3. How we collect your personal data
4. How we use your personal data
5. Who we share your personal data with
6. International transfers
7. Data security
8. Data retention
9. Your legal rights
10. Changes to this notice and your duty to inform us of changes
11. Queries, requests or concerns

1. Who we are and important information

What is the purpose of this privacy notice?

This privacy notice aims to give you the information on how we collect and process your personal data through your use of DCG and its subsidiary websites, including any data you may provide through this website when you navigate through the website or signup to newsletters.

This website is not intended for children, and we do not knowingly collect data relating to children.

You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Data controller

Any personal information process by Data Consulting Group (DCG) and its affiliates in connection with this Policy is controlled by Data Consulting Group Ltd, which is considered the "data controller" of your personal information under European Union and UK data protection law. Our address is Data Protection Officer, Data Consulting Group Ltd, BR4 9NG, England. Data Protection Officer can be contacted by info@dataconsulting-group.com.

Third-party links outside of our control

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. The personal data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the - Information Commissioner's Office.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- Identity data - includes first name / Last name /username / marital status / title / date of birth / gender.
- Contact data - includes billing address / delivery address / email address / telephone numbers
- We also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

  We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

  If you fail to provide personal data
  Where we need to collect your personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

3. How we collect your personal data

We use different methods to collect data from and about you including through site visits or directly, where you may give us your identity, contact and financial data. This includes personal data you provide when you:

- Apply for our products or services
- Create an account on our website
- Subscribe to our services or publications
- Request marketing to be sent to you
- Partner with our services or engage with our services through contractual agreements

4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data to analyse information our site's performance and to enable the site to function:

- **Performance of contract** – this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering such a contract.
- **Legitimate Interest -** this means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- **Comply with a legal or regulatory obligation -** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to. Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting data protection officer at info@dataconsulting-group.com.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, with the legal bases we rely on to do so. Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact data protection office if you need details about the specific legal ground, we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
Customer registration	a) Identity, b) Contact	Performance of a contract with you
Marketing	a) Identity, b) Contact	Legitimate interest
Site traffic information and cookies	a) Identity, b) Contact	Legitimate interest

Opting out

You can ask us or third parties to stop sending you marketing messages at any time by logging into the website and checking or unchecking relevant boxes to adjust your marketing preferences or by following the opt-out links on any marketing message sent to you.

Where you opt out of receiving these marketing messages, this will not apply personal data provided to us because of a product/service purchase and business contractual agreements.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our Cookie Policy.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose or for regulatory compliant purpose.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. Please note that we may process your personal data without your knowledge or consent, incompliance with the above rules, where this is required or permitted by law.

5. Who we share your personal data with

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Internal third parties - including DCG subsidiaries and affiliates
- External third parties – including DCG partners, joint ventures and marketing
- Service providers acting as processors for a contractual service
- Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors, consultancy, legal, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers where we may need to share the data required for reporting or processing activities.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. International transfers

Many of our external third parties are based outside the UK so their processing of your personal data will involve a transfer of data outside the UK.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by implementing safeguards.

7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. Data retention

In some circumstances you can ask us to delete your data: see Your legal rights below for further information.

9. Your legal rights

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you.
- The right to request that we correct any personal data if it is found to be inaccurate or out of date.
- The right to request your personal data is erased where it is no longer necessary to retain such data.
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data.
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), where applicable i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means).
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing.
- The right to object to our processing of personal data, where applicable i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).

No fee required – with some exceptions

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

10. Changes to this and your duty to inform us of changes

This privacy statement was last updated in February 2026. Please keep us informed if your personal data changes during your relationship with us. It is important that the personal data we hold about you is accurate and current.

11. Queries, requests or concerns

To exercise all relevant rights, queries or complaints in relation to this policy or any other data protection matter between you and us, please contact the data protection officer at info@dataconsulting-group.com.