

Privacy Policy

Introduction

This privacy policy ("Policy") describes how Cerelo Advisory Ltd ("we," "us," or "our") collects, uses, and discloses your personal information when you visit our website (the "Website").

What information do we collect?

We collect limited information about visitors to our website. This information may include:

- **Technical information:** This may include your IP address, browser type, device type, operating system, and referring URL. This information is collected automatically by our servers and helps us understand how visitors use our website.
- **Contact information:** If you choose to contact us through a form on our website, we may collect your name and email address.

How do we use your information?

We use the information we collect for the following purposes:

- To operate and maintain the Website;
- To improve the Website and your user experience;
- To respond to your inquiries and requests;
- To send you updates about our website (if you opt-in);

Legal Basis for Processing

The legal basis for our processing of your personal information will depend on the specific information concerned and the context in which it is collected. We will only process your personal information where we have a lawful basis to do so.

For technical information, the legal basis is our legitimate interest in understanding how visitors use our website and ensuring the website functions properly.

For contact information, the legal basis is your consent by submitting the information through our contact form.

Disclosure of Your Information

We will not share your personal information with any third party except in the following limited circumstances:

- With service providers who help us operate and maintain the Website. These service providers are obligated to keep your information confidential.
- If we are required to do so by law or regulation.

Data Retention

We will retain your personal information for as long as necessary to fulfil the purposes for which it was collected, or as required by law.

Your Rights

Under the UK General Data Protection Regulation (UK GDPR), you have certain rights regarding your personal information. These rights include:

- The right to access your personal information;
- The right to rectification of inaccurate personal information;
- The right to the erasure of your personal information;
- The right to restrict the processing of your personal information;

- The right to object to the processing of your personal information;
- The right to data portability.

If you wish to exercise any of these rights, please contact us using the information below.

Security

We take reasonable steps to protect your personal information from loss, misuse, and unauthorised access, disclosure, alteration, or destruction. However, no website is completely secure, and we cannot guarantee the security of your personal information.

Children's Privacy

Our website is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13.

Changes to this Policy

We may update this Policy from time to time. We will post any changes to this Policy on this page.

Contact Us

If you have any questions about this Policy, please contact us at [Your Email Address].

This Policy was last updated on April 3, 2024.
