

# Privacy Policy

Wylde Connections Limited

**Effective date:** 1 January 2026

**Review date:** December 2026

**Policy owner:** Operations Director (Charlotte Taylor)

## 1. Introduction

Wylde Connections Limited is committed to protecting the privacy and security of personal data. This Privacy Policy explains how we collect, use, store and protect personal data in line with UK data protection legislation.

This policy is intended for clients, learners, website users, suppliers, partners and other external stakeholders.

## 2. Legal framework

This policy is aligned with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations (PECR)

## 3. What personal data we collect

We may collect and process the following categories of personal data:

- Contact details such as name, email address, telephone number and postal address
- Organisation and role details
- Billing and invoicing information
- Training and assessment records
- Website usage data such as IP address, browser type and pages visited
- Communications with us

We only collect personal data that is necessary for legitimate business purposes.

## 4. How we use personal data

Personal data is processed for purposes including:

- Delivering consultancy, training and learning services

- Managing client and supplier relationships
- Administering learning programmes and assessments
- Communicating with individuals
- Meeting legal and regulatory obligations
- Improving our services and website

## 5. Lawful basis for processing

We process personal data under one or more of the following lawful bases:

- Performance of a contract
- Legal obligation
- Legitimate interests
- Consent, where required

Where consent is used, it may be withdrawn at any time.

## 6. Data sharing

We may share personal data with trusted third parties where necessary, including:

- Trainers, assessors and associates
- Awarding bodies and regulators
- IT and system providers
- Professional advisers

All third parties are required to handle data securely and lawfully.

## 7. Data security

Wylde Connections implements appropriate technical and organisational measures to protect personal data, including:

- Access controls
- Secure systems and storage
- Staff training and awareness
- Regular review of security practices

## 8. Data retention

Personal data is retained only for as long as necessary for the purpose for which it was collected.

Retention periods are reviewed periodically.

## 9. Individual rights

Under UK GDPR, individuals have the right to:

- Access their personal data
- Request correction of inaccurate data
- Request erasure in certain circumstances
- Restrict or object to processing
- Request data portability where applicable

Requests should be made in writing and will be responded to within statutory timescales.

## 10. Cookies and website analytics

Our website may use cookies and analytics tools to improve functionality and user experience.

Further information is provided through our website cookie notice.

## 11. Changes to this policy

This Privacy Policy may be updated periodically. The latest version will always be available on our website.

## 12. Contact details

For questions about this policy or how personal data is handled, please contact:

Charlotte Taylor, Operations Director – [charlotte.taylor@wyldeconnections.co.uk](mailto:charlotte.taylor@wyldeconnections.co.uk)  
Wylde Connections Limited

You also have the right to raise concerns with the Information Commissioner's Office.



**Approved by:** Operations Director

**Date:** 29<sup>th</sup> December 2025