



External Privacy Notice

London Strategy Ltd.

Effective Date: November 2025

Contact: ITSecurity@londonstrategy.com

1. Purpose

This notice explains how London Strategy Ltd. ("we", "our", "us") collects, uses, shares, and protects personal data of clients, partners, website visitors, and job applicants (including those applying through LinkedIn and other recruitment platforms).

2. Data Controller

London Strategy Ltd. acts as the **Data Controller** under the UK GDPR and Data Protection Act 2018.

3. Data We Collect

Depending on your interaction with us, we may collect:

- **Business contact data:** name, email, company, job title, phone number.
- **Client engagement data:** project details, communications, billing information.
- **Website data:** IP address, cookies, analytics information with limited or only required info
- **Recruitment data:** CV/resume, contact details, employment history, education, LinkedIn profile, and interview notes.

4. Purpose of Processing

- To deliver professional and consulting services.
- To manage client relationships, billing, and communications.
- To respond to enquiries and provide requested information.
- To evaluate job applications and manage recruitment.
- To meet contractual or legal obligations.

5. Lawful Basis for Processing

Processing is carried out under one or more of the following bases:

- Performance of a contract (Art. 6(1)(b))
- Compliance with legal obligations (Art. 6(1)(c))
- Legitimate interests (Art. 6(1)(f))
- Consent (Art. 6(1)(a)) — for marketing or where legally required

6. Data Sharing

We may share limited personal data with:

- Trusted service providers (IT, HR, accounting, recruitment).
 - Regulatory authorities when legally required.
 - Professional advisors and auditors.
- All third-party processors are bound by confidentiality and data-protection obligations.

7. Data Retention

- Client/project data: 7 years after project completion.
- Recruitment data: 12 months post-application unless consented for longer retention (e.g., talent pool).
- Marketing contacts: until withdrawal of consent.



8. Data Transfers

Where data is transferred outside the UK or EEA, appropriate safeguards (e.g., adequacy decisions or Standard Contractual Clauses) are used.

9. Data Subject Rights

You may exercise your GDPR rights (access, rectification, erasure, restriction, portability, objection, withdrawal of consent) by emailing **ITSecurity@londonstrategy.com**.

10. Contact & Complaints

If you have concerns, contact the Privacy Lead at **ITSecurity@londonstrategy.com**.

You may also lodge a complaint with the ICO: ico.org.uk.