

Version: 1.0

Effective Date: 1 April 2026

1. Introduction

This Privacy Statement sets out the information I collect, why I collect it, how it may be used and how long it is retained. I take your privacy seriously and want to make every effort to manage your data and personal information responsibly, as regulated under the General Data Protection Regulation (GDPR).

2. Key points

Set out below are some key points of this Privacy Statement.

- Personal information or data means any data which relates to an individual and identifies that individual either directly or indirectly.
- The type of personal information I collect, and hold may include data such as individual names, contact details, addresses and other non-financial information.
- Some of this personal information, such as a way to identify you, is necessary to comply with my Terms of Business once you are registered as a client.
- I use a third party to provide website and email hosting services.
- I use a third party to provide third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions.
- I do not sell, rent, or share your information with any third party or for marketing purposes.
- You have a number of rights (see section below) under GDPR including the right to raise a complaint with the Information Commissioner's Office: <https://ico.org.uk/>

3. Your rights

Some of the rights under GDPR are complex and not all of the details have been included in this Privacy Statement.

You should read the relevant laws and guidance from the appropriate regulatory authorities for a full explanation of these rights.

Under GDPR, your principal rights are:

	Category	Purpose
A	Access	The right to be provided with a copy of your personal data.
B	Rectification	The right to require us to correct any mistakes in your personal data.
C	To be forgotten	The right to require us to delete (erase) your personal data in certain situations.
D	Restriction of processing	The right to require us to restrict processing of your personal data in certain circumstances e.g. if you believe that the data is inaccurate.

E	Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or the transmission that data to a third-party in certain situations.
F	To object	The right to object: <ul style="list-style-type: none"> at any time to your personal data being processed for direct marketing (including profiling) in certain other situations to our continued processing of your personal data e.g. processing carried out for the purpose of our legitimate interests.
G	Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (including profiling) i.e. without human involvement that produces legal effects concerning you or similarly significantly affects you.
H	To complain	The right to complain to a supervisory authority.

4. How and what type of information is collected from you

I obtain information about you when you use this website to perform actions such as making an inquiry, booking a call, downloading digital collateral or making a payment.

The type of personal information I collect may include your name, address, email address, and other personal information I ask for through this website.

I may also collect your Internet Protocol (IP) address and information regarding what pages are accessed and when, along with other computer related diagnostic data.

If you make an online payment through this website, your card information is not held by me. It is collected by a third party payment processor, who specialise in the secure online capture and processing of credit/debit card transactions.

5. How your information is used

I use the personal information we collect from you for a range of different business purposes and for different legal bases of processing. Some of the most common purposes are listed below.

I may use your information to:

- Improve the functionality of this website. For example, reviewing information associated with stalled or crashed pages experienced by users allowing us to identify and fix problems and give you a better experience.
- Monitor and improve the information security of this website
- Prevent, detect, mitigate, and investigate fraud, security breaches or other potentially prohibited or illegal activities.
- Enforce my Terms, this Privacy Statement, or other policies, applicable national laws, any agreement we may have with you, protect your vital interest or as may be required for the public good.

6. Who has access to your information?

I do not sell, rent, or share your information with any third party or for marketing purposes.

Third party product/service providers I work with

Please note that this is not an exhaustive list. If you have any questions, please contact me at: hello@thestartup-ally.com

Website and email: When you use this secure website, your information is processed by a third party website and email hosting provider that specialises in the secure capture and processing of information or data.

Online payments: When you use and make a secure online payment through this website your payment is processed by a third party payment processor that specialises in the secure online capture and processing of credit/debit card transactions.

Other companies and individuals: I may transfer your personal information to third parties that I employ to perform legitimate business functions and services on my behalf. Examples may include background screening and verification services, data storage facilities, legal, accounting, audit, and other professional services.

Other scenarios

Sale or restructuring of The Start Up Ally: I may transfer your personal information to a third party as part of a sale of some, or all, of my business and assets to any third party or as part of any business restructuring or reorganisation.

Legal duty to disclose: I may share your personal data if I am under a duty to disclose or share to comply with any legal obligation (including requests by supervisory authorities or government agencies) or to enforce or apply my terms of business or to protect the rights, property or safety of this website's users. However, I will take steps with the aim of ensuring that your privacy rights continue to be protected.

7. Your communication choices

You have a choice about whether or not you wish to receive information from me. I will not contact you for direct marketing purposes either by post, email, phone, or text message unless you have given your prior consent. You can change your marketing preferences at any time by contacting me.

8. How you can access and update your information

The accuracy of your information is important to me. If you wish to update your contact details, or if any information I hold is inaccurate or out of date, please contact me.

You have the right to ask for a copy of the information I hold about you. However, I may charge a small administration charge to cover costs in providing you with these details depending on the request. Please contact me if you wish to make a request.

9. Security precautions and retention

When you give me personal information, I take steps to ensure that it's treated securely and confidentially. I implement reasonable physical, administrative, and technological safeguards to avoid the loss, misuse, and improper disclosure of such information. I also require that my third party providers protect such information from unauthorised use, access, and disclosure.

Non-sensitive details (your email address etc) are transmitted normally over the internet, and

this can never be guaranteed to be 100% secure. Consequently, while I strive to protect your personal information, I cannot guarantee the security of any information you transmit to me, and you do so at your own risk. Once I receive your information, I make best efforts to ensure its security on the systems provided through my third party web hosting service provider.

I will hold information about you in my system for as long as necessary to fulfil the purpose for which I collected it as set out above. This includes for the purposes of satisfying any legal, regulatory, or reporting requirements. I will securely destroy your personal data in accordance with applicable laws and regulations at the end of such period.

10. How you can access and update your information

Like many other websites, this website uses cookies. These are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps me to improve this website and deliver a better, more personalised service. It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, please read my Cookies Policy. Please note though that turning cookies off may result in a loss of functionality when using this website.

11. Links to other websites

This website may contain links to websites run by other organisations. This Privacy Statement applies only to this website, so I encourage you to read the privacy statements on the other websites you visit. I am not responsible for the privacy policies and practices of other sites even if you access them using links from this website.

In addition, if you linked to this website from a third party site, I am not responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check their privacy policies and practices.

12. About The Start Up Ally

My name is Mousumi Das and I am The Start Up Ally. My trading address is 128b Fairview Road, South Tottenham, London, N15 6TR and I operate the website: www.thestartup-ally.com

You can email me at hello@thestartup-ally.com

I am registered under number **ZA813845** with the Information Commissioner's Office:

<https://ico.org.uk/>