



WEBSITE LEGAL DOCUMENT

Privacy Policy & Cookie Policy

Digital Alkemix Limited

Company number	17472649
Registered in	England and Wales
Website	alkemix.co.uk
Email	marketing@alkemix.co.uk
Effective date	26 September 2026

Implementation note: The live cookie banner and cookie list on alkemix.co.uk must match the technologies actually used. Non-essential analytics, advertising or tracking technologies should remain disabled until valid consent is obtained, unless a legal exemption applies.

Privacy Policy

Effective date: 26September 2026

1. Who we are

Digital Alkemix Limited ("Digital Alkemix", "we", "us" or "our") is a company registered in England and Wales under company number 17472649. We provide digital marketing, SEO, paid advertising, social media, website development, AI and automation services, data analytics and Power BI-related services.

For personal information that we decide how and why to use, Digital Alkemix Limited is the data controller. You can contact us at marketing@alkemix.co.uk.

2. What this policy covers

This policy explains how we collect, use, disclose, retain and protect personal information when you visit alkemix.co.uk, contact us, request a proposal, become a client, receive marketing from us, or otherwise interact with Digital Alkemix.

3. Personal information we may collect

- Contact and enquiry information, such as your name, business email address, telephone number, company name, job title and the services you are interested in.
- Client and project information, including correspondence, meeting notes, proposals, contracts, service requirements, project contacts and information needed to deliver agreed services.
- Billing and transaction information, such as invoice details, payment status and accounting records. We do not intend to store full payment-card details ourselves where a regulated payment provider is used.
- Marketing and business-contact information, such as professional contact details, company details, communication preferences, campaign interactions and records of opt-outs.
- Website and technical information, such as IP address, browser or device information, security logs and, where permitted by your cookie choices, information about how you use our website.
- Information you choose to provide to us in messages, meetings, forms or other communications.

4. How we collect personal information

- Directly from you when you submit a website form, email us, call us, meet us, request a proposal or enter into a contract with us.
- From your organisation or colleagues where they provide your business contact details for a legitimate business purpose.
- From publicly available business sources, professional websites or business directories where appropriate for business-to-business outreach.
- Automatically from our website, hosting and security systems, and from optional analytics or marketing technologies where you have provided the required consent.
- From service providers acting on our behalf, where this is necessary to provide our services or operate our business.

5. Why we use your information and our lawful bases

Purpose	Examples	Lawful basis
Enquiries and proposals	Responding to enquiries, discussing requirements and preparing proposals.	Legitimate interests and/or steps requested before entering into a contract.
Providing services	Managing projects, communicating with clients and delivering contracted services.	Performance of a contract and legitimate interests.
Billing and records	Invoicing, bookkeeping, tax records and business administration.	Legal obligations, contract and legitimate interests.
Website operation and security	Hosting, troubleshooting, preventing abuse	Legitimate interests and, where applicable,

	and protecting our systems.	legal obligations.
Analytics and non-essential tracking	Understanding website use and measuring campaign performance where optional technologies are enabled.	Consent where required by PECR and UK data protection law.
Marketing	Sending relevant business marketing and following up with prospects or clients.	Consent where required; otherwise legitimate interests where permitted, subject to your right to object.

Where we rely on legitimate interests, we consider whether our interests are necessary, proportionate and balanced against your rights and expectations. Where consent is required, you may withdraw it at any time.

6. Direct marketing

We may send business-to-business marketing where the law permits and where we consider the communication relevant to the recipient's professional role. Where consent is required for electronic marketing, we will seek valid consent before sending it. Every marketing communication should provide a straightforward way to opt out. If you object or opt out, we may keep a minimal suppression record so that we can respect your preference.

7. Client data processed on behalf of clients

Some Digital Alkemix services may involve handling personal information on behalf of a client, for example when supporting CRM workflows, email campaigns, advertising audiences, analytics, automation or reporting. In those circumstances, the client may be the controller and Digital Alkemix may act as a processor. We will process that information only for the agreed purposes and in accordance with the applicable contract and data-processing terms.

8. Who we may share information with

We may share personal information only where necessary with categories of recipients such as:

- website hosting, IT, cloud storage, email and cybersecurity providers;
- CRM, analytics, automation, advertising and communications platforms used for agreed business purposes;
- accounting, banking, payment, legal and professional advisers;
- contractors or specialist suppliers supporting a client project, where appropriately authorised and protected;
- government bodies, regulators, courts or law-enforcement authorities where disclosure is required by law.

We do not sell personal information. Where a supplier processes information for us, we expect appropriate contractual, confidentiality and security protections.

9. International transfers

Some service providers may process information outside the United Kingdom. Where a restricted international transfer takes place, we will use an appropriate lawful transfer mechanism and safeguards where required, such as UK adequacy regulations or approved contractual protections.

10. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, tax, contractual and dispute-resolution requirements. Typical retention periods may include:

- Enquiries that do not become clients: generally up to 24 months, unless there is a clear reason to retain them longer.
- Client, contract and project records: generally for the duration of the relationship and up to 6 years afterwards where needed for legal or business records.
- Financial and tax records: generally for at least the period required by applicable UK tax and company law.
- Marketing preferences and suppression records: for as long as reasonably necessary to honour your opt-out.
- Cookie and analytics information: according to the retention period of the relevant technology and your consent choices.

11. Security

We use reasonable technical and organisational measures designed to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. Access is limited to people and suppliers who need the information for legitimate business purposes.

12. Your data protection rights

Depending on the circumstances, you may have rights to:

- ask for access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask for deletion of information in certain circumstances;
- ask us to restrict the use of information in certain circumstances;
- object to processing based on legitimate interests, and object at any time to direct marketing;
- receive certain information in a portable format where the right applies;
- withdraw consent at any time where processing is based on consent.

To exercise a right, email marketing@alkemix.co.uk. We may need to verify your identity before responding. You also have the right to complain to the UK Information Commissioner's Office (ICO) if you are unhappy with how we use your information.

13. Automated decision-making and AI

We may use AI-enabled tools to assist with internal workflows, analysis, drafting, automation or service delivery. We do not intend to make solely automated decisions about website visitors or clients that produce legal or similarly significant effects without an appropriate lawful basis, safeguards and transparency.

14. Children

Our website and services are intended for businesses and adults. We do not knowingly target or collect personal information from children through our website.

15. Third-party websites

Our website may contain links to third-party websites or platforms. Their privacy practices are controlled by those organisations, and you should review their privacy information separately.

16. Changes to this policy

We may update this policy when our services, suppliers or legal obligations change. The latest version should be published on alkemix.co.uk with an updated effective date.

17. Contact us

Digital Alkemix Limited
 Company number: 17472649
 Registered in England and Wales
 Website: alkemix.co.uk
 Email: marketing@alkemix.co.uk

Cookie Policy

Effective date: 26September 2026

1. What are cookies?

Cookies are small text files or similar storage technologies placed on or accessed from your computer, phone or other device when you visit a website. They can support essential website functions, remember choices, measure website performance or help deliver and measure advertising.

2. How Digital Alkemix uses cookies

Digital Alkemix may use cookies and similar technologies to operate and secure alkemix.co.uk and, where enabled, to understand website usage and measure marketing effectiveness. We separate cookies into the following categories:

Category	Purpose	Consent?	Typical duration
Strictly necessary	Security, session management, form operation, load balancing or other functions required to provide a service you request.	Not normally required where the exemption applies.	Session or limited persistent period.
Preferences / functionality	Remembering choices or settings that improve your experience.	Usually yes unless strictly necessary for a requested function.	Varies by cookie.
Analytics	Measuring visits, pages viewed, traffic sources and website performance.	Yes, where not strictly necessary.	Varies by provider and configuration.
Advertising / marketing	Measuring campaigns, remarketing, attribution or building advertising audiences.	Yes.	Varies by provider and configuration.

3. Consent for non-essential cookies

Where consent is required, non-essential cookies and similar technologies should remain disabled until you actively choose to allow them. Consent should be freely given, specific and informed, and you should be able to change or withdraw your choice as easily as you gave it.

4. Cookie banner and preference controls

When applicable, alkemix.co.uk should display a cookie banner or preference tool that allows visitors to accept, reject or manage non-essential cookie categories. Rejecting optional cookies should not prevent access to the core website.

5. Current cookie list

The exact cookies used by the website can change when website features, analytics, advertising or embedded content are added or removed. The live cookie preference centre or cookie-scanning tool used on alkemix.co.uk should be kept up to date with the cookie name, provider, purpose, category and expiry period for each cookie.

Before publishing this policy, confirm that your website's live cookie banner accurately lists every non-essential cookie and blocks those cookies until consent.

6. Third-party cookies and similar technologies

Some optional services may be provided by third parties, such as analytics, advertising, embedded media, scheduling, CRM or communications providers. Those providers may place or access cookies only where the relevant technology is enabled and the required consent has been obtained. Their own privacy and cookie terms may also apply.

7. Managing cookies in your browser

Most browsers allow you to view, delete or block cookies. You can also use private-browsing features. Blocking all cookies may

affect some website functionality. Browser controlsareseparatefromanyconsentpreferences you set on our website.

8. Changes to this Cookie Policy

We may update this policy if the cookies or technologies used on alkemix.co.uk change or if legal requirements are updated. The latest version should be published on the website with the current effective date.

9. Contact us

If you have questions about cookies or privacy on alkemix.co.uk, contact:

Digital Alkemix Limited

Email: marketing@alkemix.co.uk

Company number: 17472649

Reference note

This document has been drafted with reference to current UK Information Commissioner's Office guidance on privacy information, cookies and similar technologies, lawful bases and direct marketing. It is a practical business template and should be reviewed when your website tools, marketing methods, client-data workflows or suppliers change.

- ICO - What privacy information should we provide? ico.org.uk
- ICO - Cookies and similar technologies ico.org.uk
- ICO - Direct marketing guidance ico.org.uk
- ICO - Legitimate interests guidance ico.org.uk