

# Privacy & Cookie Policy

**Last updated:** January 2026

This Privacy & Cookie Policy explains how **Headway FM Consultancy** (“we”, “us”, or “our”) collects, uses, and protects your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 1. Who We Are

Website: <https://headwayfmconsultancy.co.uk>

Owner: Headway FM Consultancy

Contact email: [luca@headwayfmconsultancy.co.uk](mailto:luca@headwayfmconsultancy.co.uk)

## 2. What Data We Collect

### 2.1 Information You Provide

When you submit a contact form, we may collect:

- Name
- Email address
- Phone number
- Company name
- Message content

### 2.2 Information Collected Automatically

We use Google Analytics 4 (GA4) to collect anonymous usage data including:

- Pages visited
- Time spent on the site
- Device and browser type
- Approximate location (city/country)
- Traffic source

This data does not personally identify you.

## 3. How We Use Your Data

We use your data to:

- Respond to enquiries
- Communicate with you regarding your request
- Improve our website and services
- Monitor website performance and usage

We do not sell or rent your personal data.

## 4. Legal Basis for Processing

We process your data under the following lawful bases:

- Consent
- Legitimate interests
- Legal obligation

## 5. Cookies

Cookies are small text files stored on your device to help the website function and analyse usage.

We use:

- Analytics cookies (Google Analytics 4)
- Functional cookies required for site operation

You can manage cookies through your browser settings or opt out of GA tracking here:

<https://tools.google.com/dlpage/gaoptout>

## 6. Data Sharing

We only share data with trusted service providers such as Google Analytics or where legally required. We do

not sell your data.

### **7. Data Retention**

Contact form data is kept only as long as necessary to respond to enquiries. Analytics data is retained according to Google's retention policies.

### **8. Your Rights**

You have the right to access, correct, delete, or restrict your data, and to lodge a complaint with the ICO. ICO website: <https://ico.org.uk/>

### **9. Data Security**

We take appropriate technical and organisational measures to protect your personal data.

### **10. Changes to This Policy**

This policy may be updated from time to time. Any changes will be posted on this page.

### **11. Contact**

If you have any questions about this policy, please contact:

Headway FM Consultancy

[luca@headwayfmconsultancy.co.uk](mailto:luca@headwayfmconsultancy.co.uk)