

Ithaca Strategy Group Limited ('Ithaca Strategy').

(1) Website – [Legal Terms](#)

Effective Date: 4th July 2025

PLEASE READ THESE TERMS CAREFULLY BEFORE USING THIS SITE. USING THIS SITE INDICATES THAT YOU ACCEPT THESE TERMS. IF YOU DO NOT ACCEPT THESE TERMS, DO NOT USE THIS SITE. The Ithaca Strategy [Cookie Policy](#), [Privacy Policy](#) and [Purchasing Data Policy](#) also form part of these terms. We reserve the right, at our discretion, to change these terms at any time. Please check these terms periodically for changes. Using this Site following the posting of changes to these terms indicates that you accept them as changed.

1. GENERAL USE RESTRICTIONS. All information, documents, products, software, services and other materials (the "Materials") provided on this Site are the property and copyrighted work of Ithaca Strategy Group Limited. ("Ithaca Strategy") or a third-party developer, author, manufacturer or vendor (the "Third Party Provider"). Except as stated in these legal terms, none of the Materials may be copied, downloaded, reproduced, distributed, republished, displayed, posted or transmitted in any form or by any means, including but not limited to electronic, mechanical, photocopying or recording, without the prior express written permission of Ithaca Strategy or the Third-Party Provider. No part of this Site, including but not limited to any logo, graphic, sound or image, may be reproduced or retransmitted in any way, or by any means, without the prior express written permission of Ithaca Strategy. You also may not, without Ithaca Strategy's prior express written permission, "mirror" any Material on any other server.

Except as stated in these legal terms, nothing on this Site shall be construed as conferring, by estoppel, implication or otherwise, any licence to any intellectual property rights of Ithaca Strategy or any Third-Party Provider. You are responsible for obtaining any such licence.

Ithaca Strategy grants you permission to display, copy, distribute and download Ithaca Strategy's Materials provided that: (1) both the Ithaca Strategy copyright notice and this permission notice appear in such Materials, and (2) the use of such Materials is solely for internal and informational use and will not be copied or posted on any networked computer or broadcast in any media, and (3) no modifications of any such Materials are made. If you breach any of these provisions, this permission terminates automatically without notice, and you must immediately destroy any Materials in your possession or control.

Any unauthorised use of any Materials may violate copyright laws, trademark laws, the laws of privacy and publicity, and communications regulations and statutes.

2. LINKS TO OTHER MATERIALS. This Site provides links to other Ithaca Strategy sites and to third party sites. The linked third-party sites (including any links provided by the third-party sites) are not under the control of Ithaca Strategy, and Ithaca Strategy is not responsible for their content. Ithaca Strategy does not endorse any third-party product or any non-Ithaca Strategy company to which this Site provides a link. If you decide to access any such third-party site, you do so at your own risk. Ithaca Strategy reserves the right to terminate any link or linking programme at any time.

3. USER CHAT ROOMS. With respect to any areas on this Site where users transmit or post communications, whether to Ithaca Strategy, to each other or to third parties, including but not limited to chat rooms, bulletin boards or user forums, Ithaca Strategy may, but is not obligated

to, monitor or review the activity in such areas and/or the content of such communications. Ithaca Strategy will have no liability related to the content of any such communications, whether arising under the laws of copyright, libel, privacy, obscenity or otherwise.

4. **DISCLAIMER.** ALL MATERIALS ARE PROVIDED "AS IS" AND WITHOUT ANY WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE OR NON-INFRINGEMENT OF INTELLECTUAL PROPERTY. ITHACA STRATEGY SPECIFICALLY DISCLAIMS ANY REPRESENTATIONS OR WARRANTIES THAT ANY GOVERNMENTAL INFORMATION (INCLUDING, BUT NOT LIMITED TO, INFORMATION REGARDING TAX RATES OR THE APPLICABILITY OF CERTAIN TAXES) ARE ACCURATE, CURRENT, OR APPLICABLE TO YOU OR YOUR BUSINESS. Further, Ithaca Strategy does not warrant the accuracy or completeness of any of the Materials. The Materials and related graphics published on the website may include technical inaccuracies or typographical errors. Ithaca Strategy may change any of the Materials at any time without notice. The Materials may be out of date, and Ithaca Strategy makes no commitment to update the Materials.

5. **USE AND ACCESS RESTRICTIONS.** This Site is owned and operated in the United Kingdom of Great Britain & Northern Ireland ("UK") by Ithaca Strategy. If you choose to access this Site from another country, you do so on your own initiative and are responsible for compliance with local laws. Software from this Site may be subject to UK export controls from time to time. In this event, no software from this Site may be downloaded or otherwise exported or re-exported in violation of any such UK export controls or other applicable laws. In addition, by downloading or using any Software, you represent and warrant that you are doing so in compliance with any such UK export controls and other applicable laws.

6. **NO LEGAL ADVICE, FINANCIAL ADVICE, OPINIONS, OR SERVICES PROVIDED.** THE INFORMATION, MATERIALS AND CONTENT ON THIS WEB SITE ARE PROVIDED SOLELY FOR GENERAL INFORMATION AND DO NOT CONSTITUTE FINANCIAL, LEGAL OR TAX ADVICE. As legal advice must be tailored to the specific circumstances of each case, and laws are constantly changing, nothing provided herein should be used as a substitute for the advice of competent counsel. If legal advice or other expert assistance is required, the services of a competent attorney should be sought. Information, materials, and content are generally designed to be of general applicability. Particular state laws, regulations, and special contractual provisions can impact rights, responsibilities and legal obligations. Only a competent attorney or other professional looking at all the pertinent facts and circumstances of a particular situation can provide specific and definitive guidance.

7. **LIMITATION OF LIABILITY.** IN NO EVENT WILL ITHACA STRATEGY, ITS SUPPLIERS, OR THIRD PARTIES MENTIONED AT THIS SITE BE LIABLE FOR ANY SPECIAL, INDIRECT OR CONSEQUENTIAL OR ANY DAMAGES WHATSOEVER (INCLUDING, WITHOUT LIMITATION, THOSE RESULTING FROM LOST PROFITS, LOST DATA OR BUSINESS INTERRUPTION) ARISING OUT OF THE USE, INABILITY TO USE, OR THE RESULTS OF USE OF THIS SITE, ANY WEB SITES LINKED TO THIS SITE, OR THE MATERIALS OR INFORMATION CONTAINED AT ANY OR ALL SUCH SITES, OR IN CONNECTION WITH THE USE OR PERFORMANCE OF SOFTWARE OR OF FAILURE TO PROVIDE SERVICES, WHETHER BASED ON WARRANTY, CONTRACT, TORT, NEGLIGENCE OR ANY OTHER LEGAL THEORY AND WHETHER OR NOT ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. BECAUSE SOME JURISDICTIONS PROHIBIT THE EXCLUSION OR LIMITATION OF LIABILITY FOR CONSEQUENTIAL OR INCIDENTAL DAMAGES, THE ABOVE LIMITATION MAY NOT APPLY TO YOU.

8. JURISDICTION AND CHOICE OF LAW. Any dispute relating to this website in any manner shall be governed by the laws of England and Wales, excluding choice of law, and shall exclusively be brought in England and Wales.

9. CONTACT US.

If you have any questions regarding these [Legal Terms](#), please contact:

Company: Ithaca Strategy Group Ltd

Email: Info@Ithaca-Strategy.com

Office: 6 Logie Mill, Beaverbank Business Park, Edinburgh EH7 4HG. UK

(2) Website – [Cookie Policy](#)

Effective Date: 4th July 2025

We use cookies and similar technologies to enhance your experience, analyse site traffic, and measure the effectiveness of our marketing efforts. Some cookies are necessary for the website to function, while others help us improve performance and personalize content.

By clicking “[Accept All](#)”, you consent to the use of all cookies. You can manage your preferences at any time. For more details, please review our [Privacy Policy](#).

Types of Cookies We Use:

- **Essential Cookies** (Always Active): These cookies are necessary for the website to function properly and cannot be disabled. They include security, authentication, and session management cookies.
- **Analytical & Performance Cookies:** We use Google Analytics to track website performance, measure traffic, and understand how users interact with our content.
- **Marketing & Advertising Cookies:** We use Meta (Facebook) Pixel, LinkedIn Insights Tag, and Google Ads cookies to track conversions, optimize ads, and deliver personalized marketing campaigns.

(3) Website – [Privacy Policy](#)

Effective Date: 4th July 2025

1. Introduction

Ithaca Strategy Group Ltd (“Ithaca Strategy”, “we,” “us,” or “our”) is committed to protecting your personal data and ensuring compliance with the General Data Protection Regulation (GDPR). This Privacy Policy explains how we collect, use, store, and protect your personal data when you use our website and services.

2. Data We Collect

We may collect the following categories of personal data:

- Information You Provide: Name, email address, phone number, company details, and any information submitted through contact forms.
- Automatically Collected Information: IP address, browser type, device information, and usage data through cookies and tracking technologies.
- Third-Party Data: We may receive data from LinkedIn, Meta (Facebook), and Google for marketing and analytics purposes.

3. How We Use Your Data

We use your personal data for the following purposes:

- To provide, maintain, and improve our website and services.
- To respond to inquiries and communicate with you.
- To analyse website traffic and user behaviour.
- To deliver targeted marketing through LinkedIn, Meta, and Google Ads.
- To comply with legal obligations and enforce our terms.

4. Legal Basis for Processing

Under GDPR, we process your personal data based on the following legal grounds:

- Consent: When you provide explicit consent for marketing and cookies.
- Contractual Necessity: When processing is necessary to provide our services.
- Legitimate Interests: To improve our website and user experience.
- Legal Compliance: When required by law or regulatory obligations.

5. Data Sharing & Third Parties

We do not sell your data. However, we may share it with:

- Service Providers: For website hosting, analytics, and marketing.
- Advertising Partners: LinkedIn, Meta, and Google for targeted advertising.
- Legal Authorities: When required by law.

6. Data Retention

We retain personal data only as long as necessary for the purposes stated above. Data related to marketing and analytics is stored based on industry standards and legal requirements.

7. Your GDPR Rights

You have the following rights under GDPR:

- Access: Request a copy of your personal data.
- Rectification: Correct inaccurate or incomplete data.

- Erasure: Request deletion of your data.
- Restriction: Limit processing under certain conditions.
- Objection: Opt-out of direct marketing.
- Data Portability: Request transfer of your data.
- Withdraw Consent: Change your preferences at any time.

To exercise your rights, contact us at info@Ithaca-Strategy.com.

8. Cookies & Tracking Technologies

We use cookies for website functionality, analytics, and marketing. You can manage your cookie preferences through our [[Cookie Policy](#)].

9. Data Security

We implement industry-standard security measures to protect your personal data. However, no online transmission is 100% secure.

10. Changes to This Policy

We may update this policy to reflect changes in legal or business requirements. Any updates will be posted on this page with a revised effective date.

11. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Company: Ithaca Strategy Group Ltd

Email: Info@Ithaca-Strategy.com

Office: 6 Logie Mill, Beaverbank Business Park, Edinburgh EH7 4HG. UK

(4) Website – [Purchasing Data Policy](#)

Effective Date: 4th July 2025

1. Introduction

At Ithaca Strategy Group Ltd ("Ithaca Strategy", "we," "us," or "our"), we are committed to ensuring the security and privacy of your purchasing data in compliance with the General Data Protection Regulation (GDPR). This policy outlines how we collect, use, store, and protect your purchasing data when you make transactions with us.

2. Data We Collect

When you make a purchase, we may collect the following data:

- Personal Information: Name, email address, billing and shipping address.

- **Payment Information:** Credit/debit card details, transaction history, and payment preferences (processed securely through third-party payment providers).
- **Order Details:** Products/services purchased, date and time of transaction, and any applicable discounts or promotions.
- **Technical Data:** IP address, device details, and browsing behaviour related to the purchase.

3. How We Use Your Data

We process your purchasing data for the following purposes:

- To process and fulfil your orders.
- To provide customer support and manage refunds or disputes.
- To improve our products, services, and user experience.
- To comply with legal and financial regulations.
- To send transactional emails (e.g., order confirmations, invoices, shipping updates).
- To prevent fraud and enhance payment security.

4. Legal Basis for Processing

Under GDPR, we process purchasing data based on the following legal grounds:

- **Contractual Necessity:** To complete and manage your transactions.
- **Legal Obligation:** To comply with financial and tax regulations.
- **Legitimate Interests:** To improve our services, prevent fraud, and ensure business operations.
- **Consent:** When required for marketing or personalized offers (you may withdraw consent anytime).

5. Data Sharing & Third Parties

We do not sell your purchasing data. However, we may share it with:

- **Payment Processors:** Secure third-party providers handling payments.
- **Logistics & Shipping Partners:** To deliver your orders efficiently.
- **Legal & Regulatory Authorities:** When required by law for auditing, compliance, or dispute resolution.

6. Data Retention

We retain purchasing data only as long as necessary for:

- Fulfilling transactions and providing support.
- Compliance with financial and legal obligations.
- Fraud prevention and business operations. After the required retention period, your data will be securely deleted or anonymized.

7. Your GDPR Rights

As a data subject under GDPR, you have the right to:

- Access: Request a copy of your purchasing data.
- Correction: Update inaccurate or incomplete data.
- Erasure: Request deletion of your data, subject to legal requirements.
- Restriction: Limit how we process your data.
- Objection: Opt-out of direct marketing.
- Data Portability: Request transfer of your purchasing data.

To exercise your rights, contact us at Info@Ithaca-Strategy.com.

8. Data Security

We implement industry-standard security measures to protect purchasing data, including encryption, secure servers, and access controls. However, no online transaction is entirely risk-free, and we recommend using strong passwords and secure networks.

9. Changes to This Policy

We may update this policy periodically to reflect regulatory or business changes. Any updates will be posted on this page with a revised effective date.

10. Contact Us

If you have any questions regarding this [Purchasing Data Policy](#), please contact:

Company: Ithaca Strategy Group Ltd

Email: Info@Ithaca-Strategy.com

Office: 6 Logie Mill, Beaverbank Business Park, Edinburgh EH7 4HG. UK