

## Ithaca Strategy Group Limited ('Ithaca Strategy').

### (1) Website – Legal Terms

Effective Date: 4<sup>th</sup> July 2025

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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](mailto:Info@Ithaca-Strategy.com)

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

## (2) Website – [Cookie Policy](#)

Effective Date: 4<sup>th</sup> 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: 4<sup>th</sup> 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](mailto: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](mailto:Info@Ithaca-Strategy.com)

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

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

Effective Date: 4<sup>th</sup> 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](mailto: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](mailto:Info@Ithaca-Strategy.com)

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