

New Media Ghost Ltd - Website Policies

	Page
Privacy Policy	2
Website Terms of Use	6

Privacy Policy

1. Who we are

This website is operated by New Media Ghost Ltd (“we”, “us”, “our”).

Place of registration: England & Wales

Business/correspondence address (non-electronic contact):

Portland House, 113 - 116 Bute Street, Cardiff, CF10 5EQ

Email: info@newmediaghost.com. **Note: *Unsolicited sales or promotional emails to this address will not be responded to and may be treated as misuse of the address, blocked, and reported where appropriate.***

Company number: 11885059

2. What this policy covers

This policy explains how we collect and use personal data when you:

- use our website
- submit an enquiry via our enquiry form
- sign up to our newsletter
- download resources (where a form is used)

We do not sell products online. The site is enquiry only.

3. Personal data we collect

Depending on what you do on the site, we may collect:

- Identity & contact data: name, email address, phone number, company name
- Enquiry data: anything you submit in the enquiry form (including optional details you choose to provide)
- Technical/usage data: device and browser information, pages visited, approximate location, and similar website analytics data
- Download/newsletter data: signup preferences and engagement (e.g., opens/clicks) where supported by the email platform

We do not intentionally collect special category data (e.g., health information).

4. How we use your data

We use your data to:

- respond to your enquiry and communicate with you
- assess whether we can help and whether there may be a fit
- deliver downloads/resources you request
- send newsletters/marketing updates only where you've opted in (or where otherwise permitted by law)
- maintain website security and prevent spam/abuse
- understand how the website is used and improve performance (analytics)

5. Lawful bases (UK GDPR)

We rely on the following lawful bases (depending on the situation):

- Legitimate interests (responding to enquiries, running and improving our business and website, preventing spam)
- Consent (newsletter signups, download signups where marketing opt-in is used, and any non-essential cookies)
- Contract (if we enter into a contract to provide services)
- Legal obligation (where we must keep certain records)

6. Marketing and newsletters

If you sign up to our newsletter (or opt in via a download form), we'll send you marketing emails.

You can unsubscribe at any time using the link in any email.

Enquiry form submissions are not automatically added to marketing lists unless you have opted in (your note: "not all of them"). We may send essential replies about your enquiry without marketing opt-in.

7. Cookies and analytics

We use cookies and similar technologies to help the website work and understand how it's used.

Cookies we may use include:

- Essential cookies (required for basic site functions and security)
- Analytics cookies (Google Analytics) to understand site usage and improve content and structure

Cookie banner/controls: We use a CookieYes tool [<https://www.cookieyes.com/>]. You can adjust your cookie preferences through the banner (where available) and/or your browser settings.

Google Analytics: This may set cookies and process usage data. We use analytics to measure performance and improve the site.

8. Who we share data with

We may share data with trusted providers who help us run the website and communications, such as:

Website hosting: Host Me Care (WordPress hosting)

Analytics: Google Analytics

Email marketing/newsletters: our email marketing provider

Spam/security tools: standard website security and anti-spam measures (where enabled)

Outsourced developers/web support: may have limited access where required for maintenance and security, under confidentiality.

We only share what is necessary, and providers are expected to protect data appropriately.

9. International data transfers

We work with audiences in the UK, US and EU, and some providers may process data outside the UK (for example, in the US). Where international transfers occur, we use appropriate safeguards intended to protect your data.

10. How long we keep your data

We keep personal data only as long as necessary:

Enquiry data: typically up to 12 months after last contact (unless it becomes a client record or we need it for legitimate business/legal reasons)

Newsletter data: until you unsubscribe (and for a short period after to record your opt-out)

Analytics data: Google Analytics retention is controlled in our Google Analytics settings. We use the shortest practical retention period available for our reporting needs and review these settings periodically.

11. Your rights

You may have rights to:

- access your data
- correct inaccurate data
- request deletion (in certain circumstances)
- object to processing (especially where we rely on legitimate interests)
- withdraw consent (e.g., for marketing)
- complain to the UK regulator (the Information Commissioner's Office)

To exercise rights, contact us at info@newmediaghost.com or write to the address above.

Note: *Unsolicited sales or promotional emails to this address will not be responded to and may be treated as misuse of the address, blocked, and reported where appropriate.*

12. Security

We take reasonable technical and organisational measures to protect your data. No method of transmission or storage is completely secure, but we work to reduce risk and prevent unauthorised access.

13. Third-party links

Our website may link to third-party websites. We are not responsible for their content or privacy practices.

14. How to contact us

Email: info@newmediaghost.com

Note: *Unsolicited sales or promotional emails to this address will not be responded to and may be treated as misuse of the address, blocked, and reported where appropriate.*

Post: New Media Ghost Ltd, Portland House, 113–116 Bute Street, Cardiff, CF10 5EQ

Website Terms of Use

1. About us

These Terms apply to New Media Ghost Ltd. Company and contact details are listed at the top of this page

2. Using our website

By using this website, you agree to these Terms of Use. If you do not agree, please do not use the site.

3. Website content and disclaimers

Content is provided for general information only. It is not professional advice and should not be relied on as a substitute for tailored guidance. You are responsible for how you use information from this site.

4. Enquiries

If you submit an enquiry, you agree that:

- information you provide is accurate to the best of your knowledge
- we may contact you to respond to your enquiry
- we may decline to engage or respond where enquiries appear abusive, spam, or outside scope

We do not provide services directly through this website checkout (enquiry only).

5. Intellectual property

Unless stated otherwise, all website content (text, branding, graphics and layout) is owned by or licensed to New Media Ghost Ltd. You may view and print pages for your own internal use, but you must not copy, reproduce, republish, or distribute content without written permission.

6. Acceptable use

You must not:

- attempt unauthorised access to the website or servers
- introduce malware, disrupt the site, or scrape the site in a way that harms performance
- use the site for unlawful purposes or to send unsolicited messages

7. Links to other websites

Links to third party sites are provided for convenience. We do not control those sites and are not responsible for them.

8. Liability

We do not exclude liability where doing so would be unlawful. Otherwise, we are not liable for losses arising from your use of (or inability to use) this website, or reliance on content on the site.

9. Changes to these terms

We may update these Terms from time to time. The “Last updated” date shows the latest version.

10. Governing law

These Terms are governed by the laws of England & Wales.