

Hedge.

GDPR Statement

Effective Date: 09/04/2025

Introduction

At Hedge Digital, we are committed to safeguarding the personal data we process and to complying fully with the General Data Protection Regulation (GDPR) and the UK GDPR. This statement outlines how we collect, process, and protect personal data in the course of our work, particularly within the financial services and alternative investment industry.

Scope of Data Processing

We may process a range of personal data depending on the nature of our interaction with you. This includes:

- **Contact Information:** Such as name, email address, phone number, and job title—typically provided through our website or direct communication.
- **Client Account Data:** Information related to the services we provide, including project briefs, communications, and relevant business records.
- **Website Usage Data:** Data such as IP address, browser type, and usage patterns, collected via cookies and similar technologies. For more details, please see our [Cookie Policy](#) and [Privacy Policy](#).

Lawful Basis for Processing

We process personal data under the following lawful bases:

- **Consent:** When you explicitly opt in, for example, to receive marketing updates.
- **Contractual Necessity:** When processing is required to deliver our services or respond to your requests.
- **Legal Obligations:** When we must comply with laws, including tax and regulatory obligations.
- **Legitimate Interests:** When processing is necessary for business purposes—such as service improvement or security—and does not override your fundamental rights.

Data Security Measures

We take data security seriously and implement appropriate technical and organisational measures, including:

- Encryption: Both in transit and at rest, to protect against unauthorised access.
- Access Controls: Only staff with specific need-to-know roles can access relevant personal data.
- Data Minimisation and Retention: We retain only the data we need, and only for as long as legally or operationally necessary.
- Regular Security Reviews: We conduct periodic audits to ensure our systems remain secure and compliant.

Data Sharing and International Transfers

We may share data with carefully selected third parties to support service delivery, including:

- Hosting Providers and IT Services: These operate under GDPR-compliant agreements.
- Professional Advisors: Including legal or compliance consultants, where necessary.

Where data is transferred outside the UK or EEA, we ensure it is protected using approved safeguards such as Standard Contractual Clauses (SCCs) or other legally recognised mechanisms.

Your Rights Under GDPR

As a data subject, you have the right to:

- Access the personal data we hold about you.
- Rectify inaccurate or incomplete data.
- Erase your data, under certain conditions ("right to be forgotten").
- Restrict Processing of your data.
- Port your data in a structured, machine-readable format.
- Object to processing, especially for direct marketing or where based on legitimate interests.
- Lodge a Complaint with the Information Commissioner's Office (ICO) or your local supervisory authority.

To exercise any of these rights, please contact us at info@hedgedigital.com.

Cookies and Analytics

Our use of cookies and web analytics is explained in detail in our Cookie Policy. We are transparent about what data we collect and how it is used to improve our services.

Updates to This Statement

This GDPR Statement may be revised periodically. Any updates will be posted on our website with the latest effective date.

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