

Hedge.

Privacy Policy

Effective Date: 08/04/2025

Last Updated: 09/04/2025

1. Introduction

At Hedge Digital, we respect your privacy and are committed to safeguarding your personal data. This Privacy Policy outlines how we collect, use, share, and protect your information when you visit our website www.hedgedigital.com, interact with us in the course of business, or use our services.

2. Who We Are

Hedge Digital is a digital solutions provider, specialising in the financial services and alternative investment sector. Our registered office is located at:

HEDGE Digital Ltd, 27 Old Gloucester Street, London WC1N 3AX United Kingdom.

3. Data We Collect

We may collect, store, and process the following types of personal data:

- **Contact Information:** Your name, email address, phone number, job title, and company name.
- **Website Usage Data:** Information such as IP address, browser type, device identifiers, and user activity gathered via cookies and similar technologies.
- **Client Information:** Details provided during engagements, including project specifications, and communication details.
- **Marketing and Communication Preferences:** Your preferences for receiving communications from us.

4. How We Collect Your Data

We collect your data through:

- **Direct Interactions:** When you contact us, fill out forms on our website, or communicate with us by email, phone, or other means.
- **Automated Technologies:** As you use our website, certain data may be collected automatically via cookies and tracking technologies.
- **Third-Party Sources:** From public directories or trusted partners, where lawful.

5. How We Use Your Data

We use your personal data to:

- **Deliver Services:** Fulfill contracts, manage relationships, and provide tailored digital solutions.
- **Communicate With You:** Respond to queries, provide support, and send important updates.
- **Marketing (With Consent):** Share news, offers, and information relevant to your interests.
- **Compliance and Legal Purposes:** Satisfy legal obligations and protect our legitimate business interests.

6. Legal Basis for Processing

We rely on the following lawful bases under GDPR:

- **Consent:** When you've agreed to receive communications or marketing.
- **Contractual Necessity:** To deliver services and meet our obligations.
- **Legal Obligation:** To comply with applicable laws and regulations.
- **Legitimate Interests:** To run our business effectively and improve services.

7. Sharing Your Data

Your personal data may be shared with:

- Service Providers: Third parties who support our operations, such as IT and hosting services.
- Regulators: Where required by law or regulation.
- Business Partners: With your consent, where collaboration enhances service delivery.

8. Data Security

We take appropriate technical and organisational steps to protect your data, including encryption, access controls, and ongoing security monitoring.

9. Data Retention

We retain personal data only for as long as necessary for the purposes outlined above or as required by law.

10. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data.
- Correct inaccurate or incomplete data.
- Request erasure of your data where applicable.
- Restrict how your data is processed.
- Data portability for reuse across services.
- Object to processing based on legitimate interests or for direct marketing.

To exercise your rights, please contact us at info@hedgedigital.com.

11. International Data Transfers

If we transfer data outside the UK or EEA, we ensure that appropriate safeguards are in place, such as the use of Standard Contractual Clauses.

12. Cookies

Our website uses cookies to enhance user experience and collect usage data. Please refer to our Cookie Policy for full details.

13. Updates to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised effective date.

Consent Statement

By using our website or engaging with our services, you acknowledge and accept the practices described in this Privacy Policy.