Appendix E – GDPR & Privacy Policy Template (Simplified)

(Part of the BPS Start-Up Toolkit – clarity, compliance, and confidence for new founders.)

Introduction

This policy explains how [Business Name] collects, uses, and protects personal information.

We are committed to protecting your privacy and complying with UK GDPR and the Data Protection Act 2018.

What We Collect

- Contact details (name, email, phone, address)
- Transaction information (purchases, invoices, payments)
- Technical data (cookies, IP address, device type)

How We Use It

- To deliver goods or services
- To manage customer relationships and accounts
- To send essential updates or billing information
- For lawful record-keeping and regulatory compliance

Lawful Basis for Processing

We process data under one or more lawful bases: contract, legal obligation, legitimate interest, or consent.

Data Sharing & Security

We only share data with trusted third parties (e.g. accountants, payment providers) under confidentiality agreements. Appropriate technical and organisational measures protect your data from unauthorised access or loss.

Data Retention

Records are kept for 6 years for tax and audit purposes unless a longer period is required by law.

Rights of the Data Subject

You may access, correct, restrict, or request deletion of your data by emailing [contact@yourbusiness.co.uk]. We will respond within one month.

Cookies & Marketing (optional)

This site uses essential and analytics cookies. Marketing emails are only sent with consent.

Contact

[Business Name]

[Business Address]

Email: [contact@yourbusiness.co.uk]

Tip: Publish your Privacy Policy on your website footer and link it to any enquiry or contact form.

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