

## PRIVACY POLICY

**Effective Date: 2 January 2026**

### 1. Introduction

Future Now Ltd ("we", "us", "our", or "Future Now") is committed to protecting the privacy and security of personal information. This Privacy Policy explains how we collect, use, disclose and safeguard personal data when individuals interact with us, submit enquiries via our website or subscribe to our communications. We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### 2. About Us

Future Now Ltd is a private limited company registered in England and Wales.

Registered Address: 7 Rossetti Court, 407 Archway road, N64EY London, UK.

Company Number: 16700966.

Data Protection Contact: [info@futurenowconsulting.net](mailto:info@futurenowconsulting.net)

### 3. Personal Data We Collect

We may collect the following categories of personal data:

#### 3.1 Information provided directly to us:

- Name, email address, telephone number, job title and organization;
- Message or enquiry content (e.g., through website contact forms);
- Preferences relating to marketing communications;
- Billing or invoicing information (if relevant).

#### 3.2 Information collected automatically through our website: IP address, browser type and device information, pages visited and time spent on site.

We do not use Google Analytics or similar behavioural tracking platforms.

#### 3.3 Information collected from marketing or networking interactions:

- Business contact information from events, webinars or networking activities;
- Information submitted via newsletter or email subscription.

### 4. How We Use Personal Data

We use personal data for the following purposes:

- Responding to enquiries or requests;
- Providing information about our services;
- Managing business communications and client relationships;

- Sending newsletters, updates or marketing communications (where lawful);
- Administering our website and improving user experience;
- Complying with legal, regulatory and financial obligations.

## 5. Lawful Bases for Processing

We rely on one or more of the following legal bases:

- Consent (e.g., email newsletters);
- Contractual necessity (responding to service enquiries or proposals);
- Legitimate interests (business operations, client engagement);
- Legal obligations (financial record-keeping and compliance).

## 6. How We Share Personal Data

We do not sell personal data. We may share personal data with:

- Website hosting and IT support providers;
- Email marketing platforms;
- Professional advisors (e.g., accountants, legal counsel);
- Regulatory authorities where required by law.

All third-party processors are contractually required to maintain adequate data protection standards.

## 7. International Data Transfers

We are based in the United Kingdom and currently serve clients within the UK. However, personal data may be transferred or stored outside the UK in the course of our operations, particularly where third-party service providers (e.g., email platforms, CRM tools, cloud hosting) operate internationally.

Where transfers occur, we rely on one or more of the following safeguards:

- UK adequacy decisions;
- Standard Contractual Clauses (SCCs);
- Other approved transfer mechanisms under applicable data protection laws.

Further details can be requested at any time.

## 8. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or to comply with legal requirements. Typical retention periods:

- Enquiries and correspondence: up to 2 years;
- Marketing subscription data: until consent is withdrawn or no longer required;
- Financial records: 6 years (statutory requirement).

## 9. Marketing Communications

We may send marketing communications, newsletters or updates related to our services. We will only send such communications where a lawful consent was provided. Individuals may opt-out at any time via unsubscribe links or by contacting us directly.

## **10. Cookies & Website Tracking**

We use essential cookies to ensure core functionality of our website. We do not use Google Analytics or other third-party behavioural analytics platforms. Users may manage or disable cookies through browser settings.

## **11. Data Security**

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, accidental loss or destruction, misuse, alteration, or disclosure of personal data. However, no electronic data transmission can be entirely secure, and we cannot guarantee absolute security.

## **12. Individual Rights**

Under UK GDPR, individuals have the following rights (subject to lawful exceptions): right of access, rectification, erasure, data portability; right to restrict processing, object to processing (including direct marketing), and right to withdraw consent at any time.

Requests may be submitted via: [info@futurenowconsulting.net](mailto:info@futurenowconsulting.net)

We may verify identity before fulfilling requests. We aim to respond within one month as required by law.

## **13. Third-Party Websites**

Our website may include links to third-party content, websites or platforms. This Privacy Policy does not cover external sites. Users should review third-party privacy notices before providing personal data.

## **14. Children's Data**

We do not offer services to children under 16 and do not knowingly collect data from minors.

## **15. Changes to This Policy**

We may update this Privacy Policy as legal requirements or operational practices evolve. Any updated version will be published with a revised “Effective Date”.

## **16. Contact**

For questions about this Privacy Policy or your data rights, please contact:

### **Future Now Ltd**

Email: [info@futurenowconsulting.net](mailto:info@futurenowconsulting.net)

Address: 7 Rossetti Court, 407 Archway road, N64EY London, UK.