



## Privacy Policy

*Last updated: 10/12/2025*

1101 (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website, submit your details through our forms, or interact with our digital services. It is written to comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

**1. Who We Are:** 1101 is a digital transformation company providing consultancy, technology solutions, and digital services.

**a. Data Controller:** 1101 Limited, Wards Court, 203 Ecclesall Road, Sheffield, South Yorkshire, United Kingdom, S11 8HW. [hello@1101.co.uk](mailto:hello@1101.co.uk)

**2. What Personal Data We Collect:** We collect information in the following ways:

**a. Information You Provide Directly** - When you submit a form, sign up for updates, or contact us, we may collect:

- Name

T: [0333 444 1101](tel:03334441101)

E: [hello@1101.co.uk](mailto:hello@1101.co.uk)

W: [www.1101.co.uk](http://www.1101.co.uk)

- Email address
- Phone number (if provided)
- Company name and role
- Any message or information you choose to share

**b. Automatically Collected Data (Cookies & Analytics)** - When you visit our website, we may collect:

- IP address
- Browser type and device information
- Pages viewed and time spent
- Referral sources
- Cookie identifiers

This data helps us understand website performance and improve user experience.

**c. Technical & System Data** - For security and diagnostics:

- Log files
- Error reports
- Performance metrics

**3. How We Use Your Data:** We process your data for the following purposes:

- Responding to enquiries or contact form submissions
- Sending updates or marketing communications (only with your consent)
- Improving website performance and user experience
- Monitoring security and preventing misuse
- Analysing website traffic and engagement
- Complying with legal or regulatory obligations

We only process your data where we have a lawful basis under UK GDPR, such as **consent**, **legitimate interests**, or **legal obligation**.

**4. Cookies and Tracking Technologies:** Our website uses cookies to:

- Enable core site functionality
- Improve performance and analytics
- Personalise content where applicable

You can manage or disable cookies through your browser settings. Some features may not function correctly without them.

We may use tools such as:

- Google Analytics

- Marketing or tracking pixels (only with consent)

A separate **Cookie Policy** can be provided if you want one.

**5. Lawful Bases for Processing:** Under UK GDPR, we rely on the following lawful bases:

- **Consent:** For email marketing, optional cookies, and form submissions.
- **Legitimate Interests:** For analytics, website security, and improving our services.
- **Legal Obligation:** Where required to comply with UK law.

**6. How We Share Your Data:** We do **not** sell your personal data. We may share information with:

- Trusted service providers (hosting, analytics, email platforms)
- Professional advisers (legal, compliance, accounting)
- Authorities where legally required
- Successor entities in the event of a business restructure

All third parties are required to protect your data and act only on our instructions.

**7. International Transfers:** Some of our service providers may operate outside the UK. Where this occurs, we ensure appropriate safeguards such as:

- UK International Data Transfer Agreements (IDTAs)
- Adequacy regulations
- Standard Contractual Clauses (SCCs)

**8. Data Retention:** We keep your personal data only for as long as necessary for the purposes described in this policy, including:

- Responding to enquiries
- Providing requested information
- Meeting legal or accounting requirements

Marketing data is retained until you withdraw consent.

**9. Your Rights Under UK GDPR:** You have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion (“right to be forgotten”)
- Restrict or object to processing
- Withdraw consent at any time
- Request data portability

To exercise these rights, contact us at: **[Insert Contact Email]**

**10. Security Measures:** We implement appropriate technical and organisational measures to protect your data, including:

- Secure hosting
- Access controls
- Encryption where appropriate
- Monitoring and logging

However, no method of transmission or storage is completely secure.

**11. Links to External Sites:** Our website may contain links to third-party websites. We are not responsible for their privacy practices or content.

**12. Changes to This Policy:** We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated “Last updated” date.