

Last updated: 09/12/25

This Privacy Policy explains how Woodridge Advisory (“we”, “us”, or “our”) collects and uses personal information through our website.

We are committed to protecting your privacy and handling your personal data responsibly and in accordance with the UK General Data Protection Regulation (UK GDPR).

1. Information We Collect

The Woodridge Advisory website does not collect personal information through forms, accounts, or direct submissions.

However, like most websites, limited technical data may be collected automatically through your browser or device. This may include:

- IP address (short-lived, non-identifying)
- Browser type and version
- Device type
- Pages visited
- Time spent on the website
- General location (city/region, not precise address)

This information is used solely for analytics and website performance monitoring.

We do not collect payment information, profile information, or any data that directly identifies you.

2. How We Use Your Information

Any automatically collected data is used to:

- Monitor website performance
- Understand how visitors use the website
- Improve functionality and user experience

We only process data where it is necessary for the operation of the website.

3. Sharing Your Information

We do not sell, rent, or share your personal data.

We may use trusted third-party tools strictly for analytics or website functionality. These providers only receive anonymised or non-identifying data and do not use it for their own marketing.

4. Analytics & Cookies

We use Google Analytics 4 (GA4) to help understand how visitors interact with the site. GA4 may collect information such as:

- Pages viewed
- Time on page
- Device and browser type
- General geographic region

This data is anonymised and cannot identify you personally.

The website includes a cookie consent banner. Analytics cookies will only run if you click “Accept.” If you select “Reject,” no analytics cookies are activated.

You can withdraw or update your cookie preferences at any time through your browser settings.

For more details on how Google uses data, visit:

<https://policies.google.com/technologies/partner-sites>

5. How Long We Keep Your Information

Analytics data is retained only for as long as required by our analytics tools to assess website performance. No directly identifying data is kept or stored by us.

6. Your Rights

Under the UK GDPR, you have the right to:

- Request access to any personal data we hold about you
- Ask us to correct inaccurate information
- Ask for your data to be deleted
- Object to or restrict certain types of processing

Since Woodridge Advisory does not collect identifying information through the website, these rights primarily relate to technical or analytics data.

To exercise your rights, contact us using the details below.

7. Contact Us

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

Woodridge Advisory

Email: info@woodridgeadvisory.uk

8. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with the updated date.