

Privacy Policy

Connect2Tour Limited

Broomhall Castle, Long Row, Menstrie, FK11 7EA Scotland

Company Registration Number: SC694893

Website: www.connect2tour.com

Email: info@connect2tour.com

Last Updated: 7 August 2025

1. Introduction

Connect2Tour Limited ("we," "us," "our," or the "Company") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our marketing website at www.connect2tour.com (the "Website").

This policy applies only to our marketing website. Our web-based platform has a separate Privacy Policy that governs the collection and use of information through our subscription services.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Information We Collect

2.1 Information You Provide Directly

We may collect the following information when you interact with our Website:

Contact Forms and Inquiries:

- Name and job title
- Company name and details
- Business email address
- Telephone number
- Message content and inquiry details

Newsletter Subscriptions:

- Email address
- Name (optional)
- Company name (optional)
- Marketing preferences

Demo Requests and Downloads:

- Business contact information
- Company size and industry
- Specific interests and requirements

2.2 Information Collected Automatically

When you visit our Website, we automatically collect:

Technical Information:

- IP address and approximate location
- Browser type and version
- Operating system
- Device type and screen resolution
- Referring website and pages visited
- Date and time of visits
- Pages viewed and time spent on each page

Analytics Data:

- Website usage patterns
- Popular content and pages
- User journey through the Website
- Search terms used to find our Website
- Download and form completion rates

3. Cookies and Tracking Technologies

3.1 What Are Cookies?

Cookies are small text files that are placed on your device (computer, smartphone, or tablet) when you visit our Website. They are widely used to make websites work more efficiently and provide information to website owners.

Types of Cookies We Use

- **Session Cookies:** These are temporary cookies that expire when you close your browser
- **Persistent Cookies:** These remain on your device for a set period or until you delete them
- **First-Party Cookies:** These are set directly by our Website
- **Third-Party Cookies:** These are set by external services we use on our Website

3.2 How We Use Cookies

We use cookies for the following purposes:

Essential Cookies (Strictly Necessary)

These cookies are essential for the Website to function properly. They enable core functionality such as:

- User authentication and login sessions (for demo access)
- Security and fraud prevention
- Website navigation and basic features
- Load balancing and performance optimization
- Contact form functionality

Legal Basis: These cookies are necessary for the performance of our services and to provide the functionality you have requested.

Retention Period: Session-based or until browser closure

Functional Cookies

These cookies enhance your experience by:

- Remembering your preferences and settings
- Saving your language and region preferences
- Maintaining your form data temporarily
- Personalizing content and features
- Remembering your marketing preferences

Legal Basis: Legitimate interest in providing improved user experience

Retention Period: Up to 12 months

Analytics Cookies

These cookies help us understand how you use our Website:

- Tracking page visits and user journeys
- Measuring Website performance and usage statistics
- Identifying popular features and content
- Understanding visitor behaviour patterns
- Monitoring error rates and technical issues
- Conversion tracking for demo requests and downloads

Information Collected:

- Pages visited and time spent
- Click-through rates and interactions
- Browser type and device information
- Referring websites and search terms
- Geographic location (country/region level)
- Download and form completion rates

Legal Basis: Legitimate interest in improving our Website and services

Retention Period: Up to 26 months (anonymized after 14 months)

Marketing Cookies

These cookies are used for marketing and advertising purposes:

- Tracking lead generation and conversion
- Personalizing marketing messages
- Measuring advertising effectiveness
- Retargeting website visitors
- Social media integration and tracking

Legal Basis: Consent (you can withdraw consent at any time)

Retention Period: Up to 12 months

3.3 Third-Party Cookies

We may use third-party services that set their own cookies on our Website:

HubSpot CRM and Marketing Platform

- **Purpose:** Lead management, customer relationship activities, email marketing campaigns, website analytics, and visitor tracking
- **Data Collected:** User interactions, form submissions, page visits, marketing preferences, lead information
- **Privacy Policy:** <https://legal.hubspot.com/privacy-policy>
- **Opt-out:** Contact us at info@connect2tour.com or use cookie preferences

Google Analytics (if used)

- **Purpose:** Website analytics and usage statistics
- **Data Collected:** Anonymous usage data, traffic patterns, device information, user behavior
- **Privacy Policy:** <https://policies.google.com/privacy>
- **Opt-out:** Available through cookie preferences or Google's opt-out tools

Social Media Platforms

- **Purpose:** Social media integration, sharing functionality, and audience building
- **Data Collected:** Social interactions, profile information (if you interact with our social content)
- **Privacy Policies:** Respective social media platforms
- **Opt-out:** Available through cookie preferences and social platform settings

Email Marketing Services

- **Purpose:** Email delivery, open rates, click tracking for marketing communications
- **Data Collected:** Email interaction data, delivery statistics
- **Retention Period:** Up to 24 months
- **Opt-out:** Available through email unsubscribe or cookie preferences

3.4 Managing Your Cookie Preferences

Cookie Consent

When you first visit our Website, we will ask for your consent to use non-essential cookies. You can:

- Accept all cookies
- Accept only essential cookies
- Customize your preferences by cookie category
- View detailed information about each cookie type

Changing Your Preferences

You can change your cookie preferences at any time by:

- Using our Cookie Preference Centre (link available in the Website footer)
- Adjusting your browser settings
- Contacting us at info@connect2tour.com
- Managing preferences through our newsletter and marketing communications

Browser Settings

Most web browsers allow you to manage cookies through their settings. You can:

- Block all cookies

- Delete existing cookies
- Set preferences for specific websites
- Receive notifications when cookies are set

Please note: Disabling essential cookies may affect Website functionality and your ability to use certain features like contact forms or demo requests.

Browser-Specific Instructions

- **Chrome:** Settings > Advanced > Privacy and Security > Site Settings > Cookies
- **Firefox:** Settings > Privacy & Security > Cookies and Site Data
- **Safari:** Preferences > Privacy > Manage Website Data
- **Edge:** Settings > Site Permissions > Cookies and Site Data
- **Internet Explorer:** Tools > Internet Options > Privacy > Advanced

Mobile Devices

For mobile devices, you can manage cookies through:

- Browser settings (similar to desktop)
- Device privacy settings
- App-specific settings where applicable

3.5 Do Not Track Signals

Some browsers include a "Do Not Track" feature. Currently, there is no industry standard for how to respond to these signals. We do not currently respond to Do Not Track signals, but you can use our Cookie Preference Centre to manage your preferences.

4. How We Collect Information

We collect information through:

- Contact forms and inquiry submissions
- Newsletter signup forms
- Demo request forms and resource downloads
- Live chat functionality (if implemented)
- Phone and email communications
- Website analytics and tracking technologies
- Third-party integrations (primarily HubSpot)
- Cookies and similar tracking technologies

5. How We Use Your Information

We use your personal information for the following purposes:

5.1 Marketing and Communication

- Responding to your inquiries and providing information about our services
- Sending marketing communications and newsletters (with your consent)
- Providing demo access and trial information
- Following up on leads and potential business opportunities
- Personalizing your experience on our Website

5.2 Website Improvement

- Analysing Website usage to improve content and functionality
- Understanding visitor preferences and behaviour
- Optimising user experience and navigation
- Testing new features and content
- Monitoring Website performance and security

5.3 Business Operations

- Managing customer relationships and lead generation
- Conducting market research and business analysis
- Maintaining records of communications and interactions
- Complying with legal and regulatory requirements

6. Legal Basis for Processing

Under UK GDPR, we process your personal information based on:

Consent: For marketing communications, newsletters, and non-essential cookies (you can withdraw consent at any time)

Legitimate Interests: For lead generation, Website analytics, business development, and improving our services

Contract: When you request information or demos as part of potential business arrangements

Legal Obligation: To comply with applicable laws and regulations

7. Information Sharing and Disclosure

7.1 Third-Party Service Providers

We share information with trusted service providers who assist us with:

HubSpot CRM and Marketing Platform:

- Lead management and customer relationship activities
- Email marketing and communication campaigns
- Website analytics and visitor tracking
- Form processing and data management

Website Analytics Services:

- Google Analytics or similar services for website performance analysis
- Traffic analysis and user behavior tracking

Technical Service Providers:

- Website hosting and maintenance services
- Security and backup services
- Email delivery services

7.2 Legal Requirements

We may disclose information when required by:

- Legal obligations and court orders
- Regulatory authorities and government requests
- Protection of our rights, property, and safety
- Prevention of fraud and illegal activities

7.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new entity with appropriate privacy protections.

8. Data Storage and Security

8.1 Data Location

Your data may be stored and processed in:

- UK and EU data centres
- HubSpot's approved data processing locations
- Other service provider locations with appropriate safeguards

8.2 Security Measures

We implement appropriate technical and organizational measures including:

- Encryption of data in transit and at rest
- Access controls and authentication
- Regular security assessments and monitoring
- Employee training on data protection
- Secure backup and recovery procedures

9. Data Retention

We retain your personal information as follows:

Marketing Communications: Until you unsubscribe or withdraw consent

Inquiry and Lead Data: For 3 years from last interaction

Website Analytics: Up to 26 months (anonymized after 14 months)

Legal Requirements: Longer if required by law

9.1 Cookie Data Retention

Different types of cookies have different retention periods:

- **Session Cookies:** Deleted when you close your browser
- **Functional Cookies:** Up to 12 months
- **Analytics Cookies:** Up to 26 months (anonymized after 14 months)
- **Marketing Cookies:** Up to 12 months

You can request deletion of your data at any time, subject to certain legal exceptions. You can also delete cookies at any time through your browser settings, our Cookie Preference Center, or by contacting us directly.

10. Your Rights Under UK GDPR

You have the following rights regarding your personal information:

Access: Request copies of your personal data

Rectification: Request correction of inaccurate information

Erasure: Request deletion of your personal data

Portability: Request transfer of your data to another service

Restriction: Request limitation of processing in certain circumstances

Objection: Object to processing based on legitimate interests

Withdraw Consent: For marketing communications and non-essential cookies

Regarding cookie data specifically, you also have rights to:

- Request information about cookies and data collected
- Correct inaccurate cookie-related information
- Request deletion of cookie data
- Object to cookie-based processing

To exercise these rights, contact us at info@connect2tour.com.

11. Marketing Communications

11.1 Email Marketing

We may send you marketing emails about:

- Product updates and new features
- Industry insights and resources
- Webinars and events
- Special offers and promotions

11.2 Opting Out

You can unsubscribe from marketing communications by:

- Clicking the unsubscribe link in any email
- Contacting us at info@connect2tour.com
- Managing your preferences through our Website
- Using our Cookie Preference Centre

11.3 Legitimate Interest

We may contact you about our services based on legitimate interest if you:

- Have made an inquiry about our services
- Have downloaded our resources
- Are in our industry sector and would benefit from our services

You can object to such communications at any time.

12. Data Protection Officer

Our Data Protection Officer can be contacted at:

Email: info@connect2tour.com

Address: Broomhall Castle, Long Row, Menstrie, FK11 7EA Scotland

13. International Data Transfers

When we transfer your data outside the UK/EU, we ensure appropriate safeguards through:

- Adequacy decisions by UK/EU authorities
- Standard Contractual Clauses
- Binding Corporate Rules
- Approved certification schemes

Some of our cookie-related processing may also involve transfers to countries outside the UK/EU, for which we ensure the same appropriate safeguards are in place.

14. Children's Privacy

Our Website is not intended for individuals under 16 years of age. We do not knowingly collect personal information from children through cookies or any other means. If we become aware that we have collected such information, we will delete it promptly.

15. Third-Party Websites

Our Website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. Please review their privacy policies before providing any personal information.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- Changes in our data processing practices
- Legal and regulatory requirements
- New features or services
- Industry best practices

We may also update our cookie practices periodically to reflect changes in:

- Our use of cookies and similar technologies
- Legal requirements and regulations
- Industry standards and best practices
- Website features and functionality

We will notify you of material changes by:

- Posting the updated policy on our Website
- Sending email notifications to newsletter subscribers

- Displaying prominent notices on our Website

17. Contact Information

For any questions about this Privacy Policy, our cookie practices, or our data practices, please contact us:

Connect2Tour Limited

Email: info@connect2tour.com

Website: www.connect2tour.com

Address: Broomhall Castle, Long Row, Menstrie, FK11 7EA Scotland

Company Registration Number: SC694893

18. Complaints

If you believe we have not handled your personal information properly, you have the right to lodge a complaint with:

Information Commissioner's Office (ICO)

Website: www.ico.org.uk

Phone: 0303 123 1113

Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

This Privacy Policy was last updated on 7 August 2025 and is effective immediately.