

# Privacy Policy for Sentryn Digital

**Last Updated:** September 3, 2025

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## 1. Introduction

Sentryn Digital (“we”, “us”, “our”) operates <https://www.sentryn.co.uk> (the “Website”), providing local SEO and website design services for small businesses in Peterborough, UK.

This Privacy Policy explains how we collect, use, disclose, and protect your personal data in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the ePrivacy Directive.

By using our Website, you agree to the practices described in this policy.

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## 2. Data We Collect

We collect the following types of personal data:

- **Contact Form Data:** When you submit our “Google Domination Audit” form, we collect your name, email address, company name, and website URL (optional).
  - **Analytics Data:** With your consent, we collect anonymized data about your interactions with our Website (e.g., page views, clicks, form submissions) via Google Analytics 4 (GA4).
  - **Cookies and Tracking Technologies:** We use cookies to manage user consent (via Cookiebot) and, if consented, for analytics purposes. See Section 3 for details.
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## 3. Cookies and Tracking Technologies

We use **Cookiebot**, a consent management platform, to manage cookies and obtain your consent for non-essential cookies.

- **Necessary Cookies:** Essential for Website functionality (e.g., CookieConsent to store your consent preferences).
- **Analytics Cookies:** Set by GA4 (e.g., \_ga, \_gid) to track user behavior, only if you consent via the Cookiebot banner.

You can manage your preferences at any time via the Cookiebot banner. For details, view our [Cookie Policy](#).

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## 4. Purpose and Lawful Basis

We process personal data for the following purposes and lawful bases:

- **Service Delivery:** To respond to form submissions and provide SEO/website design services (lawful basis: consent or legitimate interest).
- **Website Analytics:** To analyze user behavior and improve our Website (lawful basis: consent via Cookiebot).
- **Website Functionality:** To ensure the Website operates correctly (lawful basis: legitimate interest).

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## 5. Data Sharing

We share personal data with:

- **Netlify:** Hosts our Website and processes form submissions (US-based, GDPR-compliant via Data Processing Agreement).
- **Google:** Provides GA4 and GTM services for analytics (US-based, compliant via Standard Contractual Clauses).
- **Cookiebot:** Manages cookie consent (EU-based, GDPR-compliant).

We do **not** sell your data or share it with third parties except as described above or where required by law.

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## 6. Data Storage and Security

- **Storage:**
  - Form data is stored on Netlify's servers (US).
  - Analytics data is stored on Google's servers (US).
  - Consent data is stored on Cookiebot's servers (EU).
- **Security:**

We use industry-standard measures (e.g., encryption, secure servers) to protect your data. However, no method is 100% secure.

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## 7. Your Rights

Under UK GDPR, you have the right to:

- Access, rectify, or erase your personal data.
- Restrict or object to processing.
- Data portability.
- Withdraw consent (via Cookiebot banner or by contacting us).

To exercise these rights, contact us at **info@sentryn.co.uk**.

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## 8. Data Retention

- **Form data:** Kept for 12 months or until you request deletion.
  - **Analytics data:** Kept for 14 months (GA4 default).
  - **Consent data:** Kept for 12 months (Cookiebot default).
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## 9. Contact Information

For questions or concerns, contact:

### Sentryn Digital

- Email: **info@sentryn.co.uk**
  - Address: Peterborough, Cambridgeshire, UK
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## 10. Updates to This Policy

We may update this policy to reflect changes in our practices or legal requirements. The latest version will always be posted at <https://www.sentryn.co.uk/privacy-policy/> with the updated date.