



GDPR Privacy Policy

Effective Date: March 2025 **Last Updated:** March 2025

Introduction - First Step Media ("we," "us," or "our") is committed to protecting your personal data and respecting your privacy. This GDPR Privacy Policy explains how we collect, process, and store your personal data when you use our website-building services through www.firststepmedia.co.uk (the "Website"). It also outlines your rights under the General Data Protection Regulation (GDPR).

1. Data Controller Information - For the purposes of GDPR, First Step Media, is the data controller responsible for the personal data we process. You can contact us at websites@firststepmedia.co.uk for questions or concerns.

2. Personal Data We Collect - We may collect and process the following personal data:

Contact Information: Your name, email address, phone number, and business name.

Content Data: Information and materials you provide for website development (e.g., text, images, and branding).

Payment Information: Financial details required to process transactions, handled securely via third-party payment processors.

Technical Data: IP address, browser type, operating system, and usage data collected through cookies and analytics tools.

3. Legal Basis for Processing - We process your personal data under the following legal bases:

Contractual Obligation: To deliver our website-building services.

Legitimate Interests: For business operations, such as marketing or analytics.

Consent: For activities where explicit consent is required (e.g., email marketing).

Legal Compliance: To meet applicable legal or regulatory requirements.

4. How We Use Your Data - We may use your personal data to:

Provide and manage our website-building services.
Communicate with you about updates, requests, or issues.
Personalize and improve our services.
Comply with legal obligations or resolve disputes.

5. Data Sharing and Transfers - We will not sell or lease your personal data. However, we may share it with:

Service Providers: Third-party vendors assisting in providing services, such as hosting or payment processing.

Legal Authorities: As required by law or to protect our legal rights.

If personal data is transferred outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as standard contractual clauses or similar mechanisms.

6. Retention of Personal Data - We retain your personal data only for as long as necessary to fulfil the purposes outlined in this policy or as required by law.

7. Your GDPR Rights - Under GDPR, you have the following rights:

Access: Request a copy of your personal data.

Correction: Update inaccurate or incomplete data.

Erase: Request deletion of your personal data ("right to be forgotten").

Restriction: Request limits on how your data is processed.

Portability: Receive your data in a portable format.

Objection: Object to the processing of your data for specific purposes.

To exercise these rights, please contact us at websites@firststepmedia.co.uk - we may require verification of your identity before fulfilling your request.

8. Cookies and Tracking Technologies - Our Website uses cookies to improve functionality and user experience. You can control cookie preferences through your browser settings.

9. Security Measures - We implement technical and organisational measures to protect your personal data. However, no method of transmission or storage is completely secure.

10. Updates to this Policy - We may revise this policy to reflect changes in our practices or legal obligations. Updates will be posted on this page with the "Last Updated" date.

11. Contact Us If you have questions or concerns about this GDPR Privacy Policy, please contact us at:

First Step Media

www.firststepmedia.co.uk

websites@firststepmedia.co.uk