

Privacy Policy

Agape Duck Intelligence Ltd

Effective Date: 1st August 2025

1. Our Commitment to Your Privacy

At Agape Duck Intelligence Ltd, privacy isn't just a legal requirement — it's part of our ethical design. We treat your data with the same care we expect for our own: limited, purposeful, secure.

This policy explains how we collect, use, and protect your personal data in line with the UK General Data Protection Regulation (UK GDPR) and Data Protection Act 2018.

Company Number: 16565843

Contact Email: jezz@agapeduck.ai

Website: www.agapeduck.ai

2. What Data We Collect

We collect only what's necessary to deliver and improve our services. This may include:

- **Name, email, job title, and organisation details**
- **Information submitted via contact forms, bookings, or onboarding docs**
- **Session or usage data (e.g., browser, IP address, referral source)**
- **Business context shared during project delivery**
- **AI training inputs (with explicit opt-in only)**

Note: We do not knowingly collect data from individuals under the age of 18.

3. Legal Basis for Processing

We process your data under the following lawful bases:

Basis	Example Use
Consent	You submit a form or subscribe to updates
Contract	We're delivering a paid service or project
Legitimate Interest	Improving systems, analytics, client service
Legal Obligation	Accounting records, tax law compliance

4. How We Use Your Data

We use personal data to:

- **Communicate updates, deliverables, and support**
- **Build tailored AI tools and prompt systems**
- **Improve the performance and security of our site**
- **Satisfy financial, legal, or security responsibilities**
- **Record internal feedback to refine our systems**

We never:

- **Sell or rent your data**
 - **Use it for AI training without your explicit permission**
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5. Data Retention

We hold your data only for as long as necessary:

Data Type	Retention Period
Project files	Up to 2 years (or by agreement)
Email correspondence	Up to 3 years for support continuity
Financial records	6 years (HMRC compliance)

 You may request deletion at any time (see Section 8).

6. Data Sharing & Security

We only share data with essential, GDPR-compliant third parties:

- Cloud tools (Google Workspace, Notion, Zapier)
- OpenAI (only with opt-in and anonymisation if required)
- Stripe (for payment processing)
- Accountants or legal professionals (bound by NDA or statutory confidentiality)

All data is:

- Encrypted during storage and transfer
 - Protected via 2FA and secure password policies
 - Backed up via encrypted cloud and local drives
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7. Cookies & Tracking

We use minimal, privacy-conscious tracking:

- Google Analytics – to monitor site performance
- Cookie preferences – to remember your consent choices
- Session data – to support chatbot and form functionality

You can manage or delete cookies anytime via your browser. See our [\[Cookie Policy\]](#) for full details.

8. Your Rights (UK GDPR)

You have the right to:

- Request a copy of your data
- Correct inaccurate or incomplete data
- Ask us to delete your data (unless legally required to retain it)
- Restrict or object to how we process your data
- Withdraw consent at any time

 To exercise any of these rights, email: jezz@agapeduck.ai

9. Data Breaches & Notifications

We take breach detection and response seriously.

In the unlikely event of a breach:

- We will notify the ICO within 72 hours (if required)
- We will contact affected individuals promptly and transparently

We maintain a Data Breach Response Policy, available on request.

10. Updates to This Policy

We may update this Privacy Policy to reflect:

- Legal changes
- New services or technologies
- Feedback or risk assessments

 Any major changes will be announced via email and/or banner on our website.

Latest version is always available at:

 www.agapeduck.ai/privacy

11. Contact Us

Questions? Concerns? Ideas?

We welcome all feedback.

Email: jezz@agapeduck.ai

Post: Agape Duck Intelligence Ltd, Bournemouth, United Kingdom