

Privacy & Cookies Policy

Armand Digital Limited trading as Ray Armand, Xero Hero

Effective Date: 19 November 2025

Data Controller: Rayanne Armand

Registered and Business Address: 12 Fore Street, Chudleigh, Devon, TQ13 0HX

Contact Email: team@xero-hero.com

1. Introduction

At Xero Hero, we respect your privacy and are committed to protecting your personal data. This Privacy & Cookies Policy explains how we collect, use, disclose, and protect your information when you interact with us online or through our services.

2. What Data We Collect

We may collect and process the following categories of personal data:

- **Identity Data:** Name, title, and contact details.
- **Contact Data:** Email address, phone number, address.
- **Business Data:** Client company details, service information.
- **Technical Data:** IP address, browser type, device information.
- **Usage Data:** Analytics data regarding interactions with our website, marketing emails, and digital platforms.
- **Marketing & Communication Data:** Preferences in receiving marketing from us and your communication preferences.

We do NOT process special category data (e.g. health, ethnicity) or collect more sensitive information unless legally required.

3. How We Collect Data

We collect your data from:

- Direct interactions (forms, email, consultations)
- Your employer or colleagues
- Third-party tools and platforms (e.g. LinkedIn, Facebook)
- Tools used in our services, including:
 - Google Analytics, Meta Pixel
 - Go High Level
 - Client Engager
 - Client Window
 - Inform Direct
 - Google Workspace
 - ClickUp

4. Lawful Bases for Processing

Purpose	Lawful Basis
Service delivery	Performance of a contract
Marketing communications	Legitimate interests
Business operations & analytics	Legitimate interests
Compliance with legal duties	Legal obligation

You can opt out of marketing at any time via the unsubscribe link or by contacting us.

5. Cookies and Tracking

We use cookies and similar tracking technologies to enhance your experience on our website, analyse website usage, and support our marketing efforts.

When you first visit our site, you are presented with a cookie banner (powered by Wix) that allows you to accept or manage your cookie preferences in accordance with UK GDPR and PECR requirements. You can change or withdraw your consent at any time by adjusting your cookie settings via the banner or your browser settings.

Types of cookies we may use include:

- **Essential cookies** – Required for basic website functionality and security.
- **Analytics cookies** – Help us understand how visitors interact with our website (e.g. Google Analytics).
- **Marketing cookies** – Track user activity to improve advertising relevance (e.g. Meta Pixel).

If you disable cookies, some features of the website may not function properly.

For full details or to manage your preferences, please refer to our cookie banner or contact us at team@xero-hero.com

6. Automated Decision-Making & Profiling

We use automated tools to segment email lists and personalise experiences (e.g. based on open rates or page visits). This helps us serve content that's more relevant to you but does not result in legal or similarly significant decisions.

7. Data Sharing and International Transfers

We may share your data with service providers or partners who assist with operations and marketing. These include, but are not limited to, cloud-based software and CRM providers.

Some data may be transferred outside the UK/EU (e.g. where Google or ClickUp servers are based). Where this happens, we ensure appropriate safeguards are in place (e.g. Standard Contractual Clauses).

8. Data Storage and Retention

We retain your data only as long as necessary:

Data Type	Retention Period
Client records	6 years
Enquiries	2 years
Marketing data	2 years (or until unsubscribed)
Employee data	6 years post-employment

9. Your Rights

Under UK GDPR, you have rights including:

- Access to your data
- Correction of incorrect data
- Erasure ("right to be forgotten")
- Objection to processing
- Data portability

To make a **Subject Access Request (SAR)** or exercise your rights, email:
team@xero-hero.com

Please include enough detail for us to identify you and the data you're requesting, such as:

- Full name
- Previous addresses (past 5 years)
- Reference numbers (if known)
- Date of birth

We may request ID verification (e.g. passport, driving licence, utility bill). We respond within 1 month of a valid request. A nominal fee may apply for excessive or repeated requests.

10. Data Security

We take all reasonable steps to protect your data, including using secure servers, encrypted communications, and access controls. However, no system is ever 100% secure — if we become aware of a breach, we will inform affected individuals as required by law.

11. Changes to This Policy

We may update this policy from time to time to reflect changes in our practices or legal obligations. The latest version will always be available on our website.

[Privacy Policy](#): We hate SPAM and promise to keep your email address safe.