



Customer Privacy Notice including Cookie Guidance

This privacy notice tells you what to expect us to do with your personal information.

- Contact details
- What information we collect, use, and why
- Lawful bases and data protection rights
- Where we get personal information from
- How long we keep information
- Who we share information with
- How to complain

Contact details

Telephone - 07824 470 810

Email - office@adminavenue.co.uk

What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients:**

- Names and contact details
- Addresses
- Occupation
- Records of meetings and decisions

We collect or use the following personal information for the **operation of client or customer accounts:**

- Names and contact details
- Addresses
- Account information, including registration details
- Information used for security purposes
- Marketing preferences
- Payment details (including card or bank information for transfers and direct debits)

We collect or use the following personal information for **information updates or marketing purposes:**

- Names and contact details
- Marketing preferences

We collect or use the following personal information to **comply with legal requirements:**

- Name
- Contact information
- Client account information



Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.



Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information to **comply with legal requirements**:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we get personal information from

- Directly from you

How long we keep information

We will only store your personal information for as long as necessary to fulfil our contract. There are certain legal exceptions when certain data needs to be held for longer such as tax purposes. This is reviewed on a case by case basis but if you wish to discuss this please contact us at office@adminavenue.co.uk.

Who we share information with

Others we share personal information with

- Organisations we're legally obliged to share personal information with



How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>



Guidelines for the use of Cookies

What are cookies?

Cookies are small text files that the browser stores on your device (computer, smartphone, tablet, etc.) when you visit a website. When you visit our website, www.adminavenue.co.uk, powered by IONOS, information is collected and stored through cookies. The advantage of cookies for you is that it can improve your browsing experience, because your habits and needs can be identified. Cookies help to provide, keep up to date, and constantly improve services.

There are several types of cookies that you can read about in more detail below.

Types of cookies used on our website:

Cookies are classified according to origin, purpose, or expiration date. The cookies used by IONOS serve different purposes; their validity periods vary.

1. Origin

- First-party cookies: deposited and managed directly by IONOS. We use cookies of this kind, for example, to collect information about user behaviour on our website for IONOS.
- Third-party cookies: deposited and managed by partners to perform statistical analysis about how users navigate our website or for marketing purposes.

Tags

Tags is an umbrella term for sections of code that can be integrated into websites and used for various functions, such as basic tracking (tracking pixels) or complex data transmissions (e.g. conversion tags).

Pixels (also called pixel tags, counting pixels, or 1x1 pixels)

This method refers to a graphic, which due to its small size at 1x1 pixel cannot be visually detected when visiting a website and is usually transparent. A pixel can only transmit very limited information, e.g. indicate a "1" (goods purchased) or "0" (goods not purchased).

Script (also known as JavaScript)

The script language is similar to a programming language in its ability to carry out more complex commands or instructions.

2. Purpose

Required cookies

Technically required cookies enable the website's basic functionality and usability. Among other things, these cookies ensure smooth navigation on the site. Cookies store, for instance, the language you have selected or the contents of your shopping cart. In addition, access to tools with restricted access is also possible. To this end, service providers are also used. However, the responsibility and control for the processing of data lies with IONOS.



The legal basis for the use of these cookies is Art. 6 para. 1 of the GDPR and § 25 para. 2 (2) TTDSG. We require this information in order to provide you with these online services.

We have currently included the following tags from service providers in this category:

COOKIE NAME	COMPANY	PURPOSE	VALIDITY
s_lastvisit	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	3 years
s_nr	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	30 days
s_nr	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	1 month
sc_c28	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	1 day
sc_c28	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	30 minutes
sc_V28	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	5 years
sc_vs	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	1 day
sc_vs	Adobe	Cookie for the integration of Adobe Dynamic Tag Manager	30 minutes

Analytic cookies

These cookies allow statistics about website visitors to be collected, such as the number of visitors to different areas of the website, frequency of visits, or user behaviour and habits.

The legal basis for the use of these cookies is Art. 6 para. 1 lit f) of the GDPR and § 25 para. 1 TTDSG.

We have currently included the following tags from service providers in this category:

COOKIE NAME	COMPANY	PURPOSE	VALIDITY
AMCV_AC42148954F5FED-A0A4C98BC%40AdobeOrg	Adobe	Basis for the integration of Adobe products	2 years
AMCV_AC42148954F5FED-A0A4C98BC%40AdobeOrg	Adobe	Basis for the integration of Adobe products	Session
check	Adobe	Checks if cookies can be enabled	Session
demdex	Adobe	The demdex cookie helps Audience Manager to perform basic functions such as visitor identification, ID synchronisation, modelling, reporting etc.	6 months
dextp	Adobe	Audience Manager sets this cookie to record the time of the last data synchronisation call	6 months
dpm	Adobe	This cookie stores the information that a visitor ID was requested for synchronisation purposes	6 months
s_cc	Adobe	Basis for the integration of Adobe products	Session
s_ecid	Adobe	Basis for the integration of Adobe products	2 years
s_fid2	Adobe	Identifies unique visitors	2 years
s_sq	Adobe	Contains information about the previous link the user clicked	Session
s_vi	Adobe	Identifies unique visitors	2 years
CS_LINKID	Adobe	Website analytics	Session
SC_REFERER	Adobe	Website analytics	Session



Marketing cookies

None.

Third-party cookies

None.

3. Validity

- Temporary cookies (session cookies) only collect and store data for the duration of the user's visit to our website. They are automatically deleted when the browser is closed.
- Persistent cookies and similar technologies remain stored on your computer, tablet or smartphone even after you close your browser. This enables us to recognise you, for example, when you visit our website later. Cookies are only deleted if a new version of the cookies is installed, if you deactivate them or if cookies are deleted on your end device. You can do this quickly and easily at any time on this page under the relevant categories.

Special browser settings allow you to accept, block, or disable all or some cookies on your device. A corresponding manual of the most popular browsers can be found here:

- [Firefox](#)
- [Chrome](#)
- [Internet Explorer](#)
- [Safari](#)

Even if your browser settings have been changed to block certain cookies, you can still access information from our entire website. However, the operation by us may be limited.

If you have consented to the use of cookies, you can withdraw this consent at any time. Existing cookies will be deleted.

Enable and disable partner cookies directly

If you do not want partner cookies to be stored in your browser by our website, please click on the links below for instructions on how to disable them.

- [Adobe Analytics & Target \(Omniture\)](#)

Last updated

6 January 2025