

Waypoint Advisory



Privacy Policy

PRIVACY POLICY

(UK GDPR compliant)

Last updated: 17th February 2026

1. Introduction

Waypoint Advisory is committed to protecting your personal data and respecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. What Data We Collect

We may collect:

- name
- email address
- organisation name
- job title
- booking and payment information
- correspondence relating to enquiries or services

We do **not** collect sensitive personal data unless explicitly required and agreed.

3. How We Use Your Data

We use personal data to:

- respond to enquiries
- deliver services
- manage bookings and payments
- meet legal or regulatory obligations

We do not sell or share your data for marketing purposes.

4. Lawful Basis for Processing

We process data under the following lawful bases:

- performance of a contract
 - legitimate interests
 - legal obligations
 - consent (where applicable)
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5. Data Storage and Security

Your data is stored securely using reputable third-party providers. We take reasonable steps to protect your data from unauthorised access or misuse.

6. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected or to meet legal requirements.

7. Your Rights

You have the right to:

- access your data
- request correction
- request deletion
- object to processing
- withdraw consent

Requests can be made by contacting us at hello@waypointadvisory.co.uk

8. Cookies

Our website may use essential cookies to ensure functionality. We do not use cookies for advertising or tracking without consent.

9. Contact

If you have concerns about how your data is handled, please contact us. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).