

Privacy Policy

ClearPath Business Support

Effective Date: 31 March 2026

1. Who We Are

ClearPath Business Support ("we", "us", or "our") is the data controller responsible for your personal data. We are a virtual assistant service supporting busy professionals and small businesses.

If you have any questions about this policy or how we handle your data, please contact us at:

- Email: info@clearpathbusiness.co.uk
- Website: www.clearpathbusinesssupport.co.uk

2. What Personal Data We Collect

We may collect and process the following personal data about you:

Data you provide directly

- Name
- Email address
- Telephone number

Data collected automatically

When you visit our website, certain information is collected automatically through cookies and analytics tools, including:

- IP address
- Browser type and version
- Pages visited and time spent on the site
- Referring website

3. How We Use Your Data

We use the personal data we collect for the following purposes:

- To respond to enquiries submitted via our contact form
- To provide and improve our virtual assistant services
- To understand how visitors use our website and improve its performance

4. Our Lawful Basis for Processing

Under UK GDPR, we rely on the following lawful bases for processing your personal data:

Legitimate Interests

We process contact form data (name and email address) on the basis of our legitimate interests in responding to business enquiries and providing our services. We have balanced our interests against your rights and are satisfied that this processing is proportionate and does not override your privacy rights.

Legitimate Interests (Analytics)

We use analytics tools to understand how our website is used. This is in our legitimate interest to maintain and improve the quality of our website.

5. Cookies

Our website uses cookies — small text files placed on your device — to help us understand how visitors use the site and to ensure the website functions correctly.

We use the following types of cookies:

- Wix platform cookies — essential cookies required for the website to function correctly
- Google Analytics cookies — used to collect anonymous data about how visitors use our site (e.g. pages visited, time on site)
- Wix Analytics cookies — used by the Wix platform to analyse website traffic and performance

Google Analytics data is anonymised and does not identify you personally. You can opt out of Google Analytics tracking at any time by visiting: <https://tools.google.com/dlpage/gaoptout>

You can also control or disable cookies through your browser settings. Please note that disabling cookies may affect the functionality of our website. For guidance on managing cookies in your browser, visit www.allaboutcookies.org.

6. Who We Share Your Data With

We do not sell your personal data. We may share data with the following trusted third-party service providers who assist us in operating our website and services:

- Wix.com — our website platform, which hosts our site and processes data on our behalf. Wix's privacy policy is available at www.wix.com/about/privacy
- Google LLC — for Google Analytics. Google's privacy policy is available at policies.google.com/privacy

These third parties are required to process your data only on our instructions and in accordance with applicable data protection law.

7. How Long We Keep Your Data

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected. Contact form enquiry data is typically retained for up to 12 months. Analytics data is retained in line with the default retention periods set by Google Analytics and Wix Analytics.

When data is no longer required, it is securely deleted or anonymised.

8. Your Rights

Under UK GDPR, you have the following rights regarding your personal data:

- Right of access — to request a copy of the data we hold about you
- Right to rectification — to ask us to correct inaccurate or incomplete data
- Right to erasure — to ask us to delete your data in certain circumstances
- Right to restrict processing — to ask us to limit how we use your data
- Right to data portability — to receive your data in a structured, machine-readable format
- Right to object — to object to processing based on legitimate interests

To exercise any of these rights, please contact us at info@clearpathbusiness.co.uk. We will respond within one calendar month.

9. Complaints

If you are unhappy with how we handle your personal data, you have the right to lodge a complaint with the UK's supervisory authority:

- Information Commissioner's Office (ICO)
- Website: www.ico.org.uk
- Telephone: 0303 123 1113

We would, however, appreciate the opportunity to address your concerns directly before you contact the ICO, so please reach out to us in the first instance.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The most current version will always be available on our website. We encourage you to review this policy periodically.

Last updated: 31 March 2026