

Privacy Policy

Effective Date: 10 April 2025

1. Introduction

Ridgstone Advisory LLP (Company Number OC456031, Equity MSP being a trading name of Ridgstone Advisory LLP) ("we", "us", or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your personal data when you visit our website www.equitymsp.com, contact us, or use our services.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

2. Information We Collect

We may collect and process the following data about you:

a. Information you give us:

- Name
- Email address
- Phone number
- Company name
- Billing and payment information
- Any other information you choose to provide

b. Information we collect automatically:

- IP address
- Browser type and version
- Time zone setting
- Browser plug-in types and versions
- Operating system and platform
- Website usage data through cookies and similar technologies

3. How We Use Your Information

We use your personal data for the following purposes:

- To provide and manage our services
- To process transactions and send invoices

- To respond to enquiries and provide customer support
- To personalise your experience on our website
- To send marketing communications (only with your consent)
- To comply with legal obligations

4. Legal Bases for Processing

We rely on the following legal grounds to process your data:

- Your consent
- Performance of a contract with you
- Compliance with a legal obligation
- Legitimate interests (e.g. to improve our services, ensure security)

5. Sharing Your Information

We may share your personal data with:

- Service providers and partners who help us operate our business
- Legal and regulatory authorities if required
- A buyer or successor in the event of a business transfer

We will never sell your personal data to third parties.

6. Data Retention

We retain your data only as long as necessary for the purposes set out in this policy, unless a longer retention period is required or permitted by law.

7. Your Rights

Under the UK GDPR, you have the right to:

- Access your personal data
- Request correction or deletion of your data
- Object to processing or request restriction
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, contact us at: enquiries@equitymsp.com

8. Cookies

We use cookies and similar tracking technologies to improve your experience on our website. You can manage your cookie preferences via your browser settings.

9. Data Security

We implement appropriate technical and organisational measures to protect your data from unauthorised access, disclosure, alteration, or destruction.

10. International Data Transfers

If we transfer your data outside the UK, we ensure it is protected by appropriate safeguards, such as Standard Contractual Clauses or an adequacy decision.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a revised "Effective Date."

12. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us at:

Ridgstone Advisory LLP

71-75 Shelton Street, Covent Garden, London, WC2H 9JQ

Email: enquiries@equitymsp.com

EquityMSP
Maximising Shareholder Value