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**Privacy Notice**

**Effective Date**: 1/5/24

SwitchU-UK limited (“we,” “us,” or “our”) values your privacy and is committed to protecting your personal information. This Privacy Notice explains how we collect, use, disclose, and safeguard your information when you visit our website [www.switchu.co.uk](http://www.switchu.co.uk) use our services, or otherwise interact with us.

**1. Information We Collect**

We may collect and process the following types of information:

* **Personal Information**: Name, email address, phone number, billing address, and other similar information.
* **Usage Data**: Information about how you interact with our website, such as IP address, browser type, device information, and browsing behavior.
* **Cookies and Tracking Technologies**: We may use cookies, web beacons, and similar technologies to collect information about your interactions with our website to enhance your experience and provide personalized content.

**2. How We Use Your Information**

We may use your information to:

* Provide and manage our services.
* Improve, personalize, and expand our website and services.
* Communicate with you, including for customer service, updates, and promotional purposes.
* Analyze and understand how our services are used and optimize our website.

**3. Sharing Your Information**

We may share your information in the following situations:

* **Service Providers**: With third-party vendors and service providers that help us operate our website or perform other business functions.
* **Legal Requirements**: When required by law or to respond to legal processes, protect our rights, and ensure the safety of our users.

**4. Data Security**

We take appropriate measures to secure your information and protect it from unauthorized access, disclosure, alteration, or destruction. However, no electronic storage or transmission method is 100% secure, and we cannot guarantee absolute security.

**5. Your Choices and Rights**

Depending on your location, you may have rights regarding your personal information, such as:

* Accessing the information we hold about you.
* Requesting corrections or deletions of your personal data.
* Opting out of marketing communications.

**6. Changes to This Privacy Notice**

We may update this Privacy Notice from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We encourage you to review this page periodically for the latest information on our privacy practices.

**7. Contact Us**

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

* **Email**: hello@switchu.co.uk
* **Address**: 20 Wenlock Road, London, N1 7GU