



Privacy Policy

Defining how we collect, use, protect, and manage personal data in accordance with applicable data protection laws.

Company Address: 51 Bracken Road, Sandyford, D18 CV48, Ireland
Office Address: 41 Iffley Rd, London W6 0PB



Privacy Policy

This Privacy Policy explains how Midas Marketing collects, uses, stores, and protects personal data in accordance with applicable data protection laws, including the UK General Data Protection Regulation and the Data Protection Act 2018. Midas Marketing is a trading name of Francis & Crowe Limited, registered in the Republic of Ireland under company registration number 779689.

1. Introduction

Data Controller: Francis & Crowe Limited trading as Midas Marketing
Registered address: 51 Bracken Road, Sandyford, D18 CV48, Ireland
Office address: 41 Iffley Road, London W6 0PB
Email: shomari@midasmarketing.co

2. Scope of This Policy

This Privacy Policy applies to personal data collected through our website, communications, service delivery, contracts, invoices, and any other interaction with clients, prospects, suppliers, or partners. This policy applies strictly to business to business relationships. We do not intentionally collect personal data from consumers or children.

3. Personal Data We Collect

We may collect and process the following categories of personal data:

- Identification and contact information such as name, business email address, phone number, company name, and job title
- Contractual and billing information including invoices, payment records, and company details
- Communication data including emails, messages, call notes, and project related correspondence
- Technical data such as IP address, browser type, device information, and website usage data
- Marketing preferences where consent has been provided

4. How We Collect Personal Data

Personal data may be collected through:

- Direct communication with you by email, phone, forms, or messaging platforms
- Engagement through our website or social media channels
- Execution of contracts, SOW documents, and invoices
- Third party tools used to deliver services, such as analytics, advertising, CRM, hosting, or payment providers

5. Legal Basis for Processing

We process personal data under one or more of the following lawful bases:

- Performance of a contract or steps taken prior to entering into a contract
- Compliance with legal or regulatory obligations
- Legitimate business interests related to service delivery, operations, and relationship management
- Consent, where required for specific marketing communications

6. How We Use Personal Data

Personal data is used for the following purposes:

- Delivering and managing services
- Communicating with clients and prospects

- Issuing invoices and processing payments
- Managing contracts and project delivery
- Improving our website and services
- Marketing communications where consent has been provided
- Compliance with legal and regulatory obligations

7. Data Sharing and Third Parties

We may share personal data with trusted third parties where necessary to deliver services or operate our business. These may include:

- Hosting and cloud service providers
- Analytics and marketing platforms
- Payment processors and accounting providers
- Professional advisers such as legal or financial consultants
- All third parties are required to process data in accordance with applicable data protection laws and only for specified purposes.
- We do not sell personal data.

8. International Data Transfers

Where personal data is transferred outside the UK or European Economic Area, appropriate safeguards will be in place, including standard contractual clauses or equivalent legal mechanisms.

9. Data Retention

Personal data is retained only for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements.

Contractual and billing records are typically retained for a minimum of six years.

10. Data Security

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, alteration, or disclosure.

While we take reasonable steps to secure data, no system can be guaranteed to be completely secure.

11. Your Rights

Under applicable data protection laws, you may have the right to:

- Request access to your personal data
- Request correction of inaccurate or incomplete data
- Request erasure of personal data where legally applicable
- Request restriction of processing
- Object to processing based on legitimate interests
- Request data portability where applicable
- Withdraw consent at any time where processing is based on consent
- Requests can be made by contacting us using the details below.

12. Complaints

If you are dissatisfied with how we handle personal data, you have the right to lodge a complaint with the Information Commissioner's Office in the UK or the relevant supervisory authority in your jurisdiction.

13. Changes to This Policy

We reserve the right to update this Privacy Policy from time to time. The most current version will always be available on our website or upon request.

14. Contact Information

For any questions regarding this Privacy Policy or how we handle personal data, please contact:

Email: info@midasmarketing.co

Address: 41 Iffley Road, London W6 0PB

By engaging with Midas Marketing, you acknowledge that you have read and understood this Privacy Policy.



EST.2018

M

CONNECT WITH US

+447359513163 | info@midasmarketing.co

FOLLOW US ON SOCIAL MEDIA

Instagram: [@midasmarketing.co](https://www.instagram.com/midasmarketing.co)
LinkedIn: [Midas Marketing](https://www.linkedin.com/company/midas-marketing)
Facebook: [facebook.com/midasmarketing.co](https://www.facebook.com/midasmarketing.co)

OUR LOCATION

41 Iffley Rd, London W6 0PB
51 Bracken Road, Sandyford, D18 CV48