

Pocket-Wise Privacy Policy

Last Updated: 13 July 2025

1. Who We Are

Pocket-Wise is a UK-based business operated by Megan Alford. We help individuals reduce household costs by offering guidance on energy, broadband, mobile, and shopping bills.

For any questions about this Privacy Policy or how your data is handled, contact:

Email: info@pocket-wise.co.uk

2. What Data We Collect

- Name and contact details (e.g., email, phone)
- Billing information for analysis (voluntarily provided)
- Communication and usage data from our website or tools
- Technical data (IP address, device type, cookies)

We do not collect sensitive personal data unless explicitly shared by you for service delivery.

3. How We Use Your Data

- To provide personalised cost-saving advice
- To respond to inquiries or support requests
- To deliver email updates (if subscribed)
- To improve services based on user feedback

4. Legal Basis for Processing

We only process personal data when legally allowed under UK GDPR:

- Consent
- Contractual necessity
- Legal obligations
- Legitimate business interest

5. Data Sharing

We never sell your data. We may share information with:

- IT or communication service providers (under strict data agreements)
- Legal or government authorities when legally required

6. Data Retention

We keep your data only as long as needed to fulfil our services or legal obligations. You may request deletion at any time.

7. Your Rights

- Access your personal data
- Request corrections or deletion
- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office (ICO): www.ico.org.uk

8. Cookies

Our website may use cookies to improve functionality. You'll be informed and given the option to manage cookie preferences when visiting our site.

9. Updates to This Policy

We may update this Privacy Policy periodically. The latest version will always be available on our website.

10. Contact Us

Megan Alford – Pocket-Wise

Email: info@pocket-wise.co.uk