

# VÉDA HAUS PRIVACY POLICY

Effective Date: October 2025

## 1. Who We Are

Véda Haus ('we', 'our', or 'us') is a UK-based brand strategy consultancy and digital publisher. We are committed to protecting and respecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Contact: [hello@vedahaus.com](mailto:hello@vedahaus.com)

## 2. Information We Collect

We may collect and process the following personal data: - Contact information: name, email address, and other details provided through forms, newsletter sign-ups, or purchases. - Communications data: messages or correspondence you send to us. - Analytics data: website and usage statistics collected through cookies or third-party analytics tools.

## 3. How We Use Your Information

We process data to: - Send newsletters, updates, and early-access information about Véda Haus products or services. - Manage and deliver digital resources, client communications, or consultations. - Improve website performance and understand audience behaviour. - Maintain compliance with legal and accounting obligations. We will never sell or rent your data to third parties.

## 4. Legal Basis for Processing

Our processing is grounded in the following lawful bases: - Consent: when you opt in to receive newsletters or marketing communications. - Contract: to deliver a purchased service or product. - Legitimate interest: to analyse engagement and improve operations.

## 5. Data Retention

We keep personal data only for as long as necessary to fulfil the purposes for which it was collected: - Marketing contact data (e.g., newsletter subscriptions) are retained for up to 12 months after your last recorded interaction with Véda Haus. - Client and business data (e.g., contracts, invoices, or project files) are retained for up to three (3) years to meet legal, accounting, or operational obligations. When these periods expire, or upon request, your data will be securely deleted or anonymised.

## 6. Your Rights

Under the UK GDPR, you have the right to access, correct, or delete your data; withdraw consent at any time; request a copy of your information; and lodge a complaint with the Information Commissioner's Office (ICO): [www.ico.org.uk](http://www.ico.org.uk).

## **7. Cookies and Analytics**

We use cookies and third-party analytics tools (such as Wix Analytics and Google Analytics) to collect anonymous data on website activity. You can adjust your browser settings to disable or manage cookies at any time.

## **8. Data Sharing**

We use trusted third-party providers to help operate our services, including: - Wix.com – website hosting and form management. - Mailchimp / Wix Email Marketing – newsletter management. - Google Analytics – web analytics. Each provider complies with UK and EU data protection standards.

## **9. Data Security**

We use secure servers, encryption (SSL), and restricted access to safeguard your data. While no method of transmission is 100% secure, we take reasonable steps to protect your personal information.

## **10. Changes to This Policy**

We may update this privacy policy periodically to reflect new regulations or operational changes. Updates will be published on our website, and significant changes will be communicated to subscribers.

## **11. Contact**

For any privacy or data-related queries, please email [hello@vedahaus.com](mailto:hello@vedahaus.com). This policy was last updated October 2025.