

PRIVACY POLICY

Club Scale

Last updated: April 2026

This privacy policy explains how Club Scale ("we", "us", "our") collects, uses, and protects personal information when you use our website at <https://www.clubscale.co.uk/> or engage with our services.

We are committed to protecting your privacy and handling personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who We Are

Club Scale is a sole trader marketing agency and growth partner operated by Milo, providing website design, marketing services, paid advertising management, and CRM system implementation for service businesses across the UK.

Trading address: 10 Baronson Gardens, Northampton, NN4 0TT Contact email: milo@clubscale.co.uk Website: <https://www.clubscale.co.uk/>

For any questions about this privacy policy or the personal information we hold, please contact us using the details above.

Our Role as a Data Controller and Data Processor

Club Scale operates in two distinct roles when it comes to handling personal data.

As a data controller, we are responsible for the personal information we collect directly from visitors to our website and from prospective and existing clients of our agency.

As a data processor, we handle personal information on behalf of our business clients when delivering services such as CRM system management, lead handling, and marketing campaign delivery. In this role, our clients are the data controllers and Club Scale processes personal data only on their instructions and in accordance with the agreements we have with them.

This privacy policy primarily addresses our role as a data controller. Where we act as a data processor, the relevant client's privacy policy will apply to the data subjects whose information we are processing on their behalf.

What Information We Collect

We may collect the following types of personal information:

Information you provide directly When you fill in our contact form, request a discovery call, or get in touch with us, we collect the information you give us, which may include your name, business name, phone number, email address, website URL, business details, and any details you include about the services you are enquiring about.

Information collected automatically When you visit our website, we may automatically collect certain technical information including your IP address, browser type, device information, and details of how you use the site. This is collected through cookies and similar technologies.

Client data we process on behalf of others When delivering services to our agency clients, we may process personal data belonging to their customers, leads, and contacts. We process this data only as instructed by our clients and in accordance with our service agreements.

How We Use Your Information

We use the personal information you provide for the following purposes:

To respond to your enquiry and arrange a discovery call, consultation, or proposal.

To send automated text messages and emails confirming your enquiry has been received and following up on your request. These automated communications are sent through our customer relationship management platform.

To store your contact details in our customer relationship management system so we can manage ongoing communication, scheduling, and service delivery.

To deliver the services we have agreed to provide, including website design, marketing campaigns, paid advertising management, and CRM implementation.

To improve our website and understand how visitors use it.

To measure the effectiveness of our advertising campaigns, including Google Ads, Meta Ads, and other paid platforms.

To send marketing communications about our services where you have given us permission to do so. You can opt out of marketing communications at any time.

Legal Basis for Processing

We process your personal information under the following legal bases:

Legitimate interests when responding to your enquiry, providing the services you have requested, and managing our business relationship with you.

Consent for marketing communications and non-essential cookies.

Contractual necessity when carrying out marketing, website, or growth partner services we have agreed to provide.

Compliance with a contract when processing personal data on behalf of our clients in our role as data processor.

Third Party Services

We use the following third party services to operate our agency and manage customer communications:

High Level (GoHighLevel) is the customer relationship management platform we use to receive form submissions, send automated emails and text messages, manage marketing campaigns, and store contact information. We also use High Level to deliver CRM services to our clients.

Google Analytics, Google Ads, and Meta Ads are used to measure website performance, track conversions, and manage advertising campaigns for both our own marketing and on behalf of our clients.

Website hosting providers, email service providers, and other technology platforms support the delivery of our services.

These third parties have their own privacy policies and process data in accordance with their own legal obligations and our agreements with them.

Cookies

Our website uses cookies, which are small text files placed on your device when you visit a website. We use cookies for:

Essential cookies that are necessary for the website to function properly.

Analytics cookies that help us understand how visitors use the site so we can improve it.

Advertising cookies used to measure the effectiveness of marketing campaigns and display relevant adverts through Google Ads, Meta, and similar platforms.

You can manage or disable cookies through your browser settings. Disabling cookies may affect how the website functions.

How Long We Keep Your Information

We keep your personal information for as long as is necessary to provide our services, communicate with you about your enquiry, comply with our legal obligations, and resolve any disputes.

Typically, we keep enquiry and client information for up to seven years after our last contact with you, in line with HMRC record keeping requirements. After this period, your information will be securely deleted.

For data we process on behalf of clients, retention periods are determined by our service agreements with those clients.

How We Protect Your Information

We take reasonable steps to protect personal information from loss, misuse, unauthorised access, disclosure, alteration, or destruction. This includes using secure systems, restricting access to authorised personnel, and ensuring third party platforms we use meet appropriate security standards.

However, no method of transmission over the internet is completely secure. We cannot guarantee absolute security but we do our best to protect your information.

Your Rights

Under UK GDPR, you have the following rights regarding your personal information:

The right to be informed about how we use your information.

The right of access to the personal information we hold about you.

The right to rectification if any of your information is incorrect or incomplete.

The right to erasure (the right to be forgotten) in certain circumstances.

The right to restrict processing of your information in certain circumstances.

The right to data portability to receive your information in a usable format.

The right to object to certain types of processing, including direct marketing.

The right to withdraw consent at any time where we are relying on consent to process your information.

If your personal data is being processed by Club Scale on behalf of one of our clients (in our role as data processor), you should direct your rights requests to that client as the data controller. We will support our clients in fulfilling such requests.

To exercise any of these rights, please contact us at milo@clubscale.co.uk.

Complaints

If you are unhappy with how we have handled your personal information, please contact us in the first instance and we will do our best to resolve the issue.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK regulator for data protection. You can contact the ICO at <https://ico.org.uk> or by phone on 0303 123 1113.

Changes to This Privacy Policy

We may update this privacy policy from time to time. Any changes will be posted on this page with an updated "Last updated" date. We encourage you to review this policy periodically.

Contact Us

If you have any questions about this privacy policy or how we handle personal information, please contact us:

Email: milo@clubscale.co.uk Address: 10 Baronson Gardens, Northampton, NN4 0TT