

Privacy Policy

Effective Date: Feb-2024

1. Introduction

At Alojo Consulting, we are committed to protecting your privacy and ensuring the security of your personal data. This Privacy Policy outlines how we collect, use, store, and protect your information in compliance with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

2. Who We Are

Alojo Consulting provides consulting services in innovation, entrepreneurship, workforce development, and skills.

If you have any questions about this policy or how we handle your data, please contact us at:

Email: info@alojo.ie

Phone: +353858225588

3. What Data We Collect

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

- Identity Data: Name, job title, and organisation
- Contact Data: Email address, phone number, and business address
- Professional Data: Details about your industry, projects, and professional interests
- Technical Data: IP address, browser type, and website usage data (via cookies)
- Marketing Preferences: Communication and event preferences

4. How We Collect Your Data

We collect your personal data through:

- Direct interactions (e.g. enquiries, meetings, email correspondence)

- Our website (e.g. contact forms, newsletter sign-ups)
- Events or workshops you attend
- Third-party referrals or partnerships

5. How We Use Your Data

We use your data to:

- Respond to your enquiries and provide our consulting services
- Send updates, newsletters, or marketing communications (with your consent)
- Manage event registration and attendance
- Improve our website and services
- Comply with legal obligations

6. Lawful Basis for Processing

We process your personal data under the following lawful bases:

- Consent
- Performance of a contract
- Legal obligation
- Legitimate interests (such as business development and service improvement)

7. Data Sharing

We do not sell or rent your personal data. We may share your information with:

- Trusted third-party service providers (e.g. CRM systems, email marketing platforms)
- Professional advisors (e.g. accountants or legal counsel)
- Regulatory authorities where required by law

8. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which we

collected it, including any legal, accounting, or reporting requirements.

9. Your Rights

Under GDPR, you have the right to:

- Access your data
- Rectify inaccurate or incomplete data
- Request erasure ("right to be forgotten")
- Restrict or object to processing
- Data portability
- Withdraw consent at any time

To exercise your rights, contact us at info@alojo.ie.

10. Data Security

We implement appropriate technical and organisational measures to secure your data and protect it from unauthorised access, alteration, or disclosure.

11. Cookies

Our website uses cookies to enhance user experience. You can manage your cookie preferences in your browser settings.

12. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be posted on our website with the effective date clearly stated.