

Privacy Policy for SalesGen Global Limited *(Last updated: 28th February 2026)*

1. Introduction

Welcome to **SalesGen Global Limited** (“we”, “us”, “our”). We are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your information when you visit our website

<https://salesgenglobal.com>, contact us, or use our sales training services.

We comply with the **UK General Data Protection Regulation (UK GDPR)**, the **Data Protection Act 2018**, and all relevant UK privacy laws.

2. Information We Collect

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

- Email address
- Phone number
- Company name and job role
- Any information submitted via contact forms, enquiry forms, or email

Information collected automatically

When you visit our website, we may collect:

- IP address
- Browser type and version
- Device information
- Pages visited and time spent on the site
- Cookies and tracking data (see Section 7)

Information from third parties

- Analytics providers (e.g., Google Analytics)
- Payment processors
- Advertising platforms (if applicable)

3. How We Use Your Information

We use your personal data to:

- Respond to enquiries and provide customer support
- Deliver our sales training services
- Improve our website and user experience
- Send updates, marketing communications, or newsletters (only with your consent)
- Maintain business records and comply with legal obligations

We only process your data when we have a lawful basis, such as consent, contract fulfilment, legitimate interest, or legal requirement.

4. Sharing Your Information

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

- Trusted service providers (e.g., website hosting, email services, analytics tools)
- Professional advisers (e.g., accountants, legal consultants)
- Regulatory authorities if required by law

All third parties are required to keep your data secure and use it only for the purposes we specify.

5. Data Storage and Security

We take data protection seriously and use appropriate technical and organisational measures to safeguard your information, including:

- Secure servers
- Encrypted connections (SSL)
- Access controls
- Regular security reviews

We retain your data only for as long as necessary for the purposes outlined in this policy or to comply with legal obligations.

6. Your Rights Under UK GDPR

You have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request deletion ("right to be forgotten")
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time (for marketing or optional processing)

To exercise any of these rights, contact us at **hello@salesgen-global.com**.

7. Cookies and Tracking Technologies

Our website uses cookies to:

- Improve site functionality
- Analyse website traffic
- Personalise content or marketing (if applicable)

You can manage or disable cookies through your browser settings.

8. Marketing Communications

We may send you marketing emails about our services, events, or resources **only if you have opted in**. You can unsubscribe at any time using the link in our emails or by contacting us directly.

9. Links to External Websites

Our website may contain links to third-party sites. We are not responsible for their content or privacy practices. We encourage you to review their privacy policies before providing any personal information.

11. 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.

12. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

Matt Evans

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