

Privacy Policy

Last Updated: May 2026 | Governing Law: England and Wales | UK GDPR Compliant

At GoChuchuro, we believe your personal data is yours. This Privacy Policy explains in clear, plain English exactly how we collect, store, use, and protect your information when you visit gochuchuro.com or engage our GoHighLevel-powered business automation services.

1. Who We Are

GoChuchuro is a business growth and automation agency operated by Prakash Gurung MVO, based at 1 Rake Way, Andover SP11 6FX, United Kingdom. We are the data controller responsible for your personal information under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

For all data protection queries, contact us directly at hello@gochuchuro.com.

2. What Personal Information We Collect

We collect only the minimum personal data necessary to deliver our services effectively. Depending on how you interact with us, this may include:

- Your full name and business trading name.
- Your email address and mobile phone number.
- Your business address and relevant operational details.
- Information about your current business challenges, bottlenecks, and goals, as you describe them.
- Technical data such as IP address, browser type, and device type collected automatically when you visit our website (via functional cookies only).
- Payment confirmation data processed securely through Stripe or PayPal (we do not store card details).
- Communication records from email, WhatsApp, and any GoHighLevel chat or booking interactions.

3. How and Why We Collect Your Data

We collect your information through the following channels:

- Direct enquiry emails sent to hello@gochuchuro.com.
- WhatsApp text messages via our support line (07474080809).
- GoHighLevel booking calendar appointments and intake forms.
- Contact forms and lead capture funnels on gochuchuro.com.
- Automated GHL workflows triggered when you opt in to receive our resources or updates.

Our Lawful Bases for Processing:

We process your personal data under the following UK GDPR lawful bases: (a) Contractual Necessity, where processing is required to fulfil or prepare a service agreement with you; (b) Legitimate Interests, where we have a valid business interest in providing you with relevant coaching and infrastructure support; and (c) Consent, where you have explicitly opted in to receive our marketing communications or free resources.

4. How We Use Your Information

Purpose of Use	Legal Basis
Analysing your business needs and building your GHL automation system	Contractual necessity
Delivering 1:1 coaching sessions and onboarding walkthroughs	Contractual necessity
Sending appointment reminders and follow-up communications via GHL	Contractual necessity / Legitimate interests
Sending educational business tips and product updates (where opted in)	Consent
Improving our website and automation system performance	Legitimate interests
Complying with legal and regulatory obligations	Legal obligation

5. GoHighLevel Platform and Data Storage

Your CRM data, automation records, and communications history are stored within a secure GoHighLevel (GHL) sub-account provisioned specifically for your business. GoHighLevel operates data centres in compliance with applicable data protection standards. Data transferred outside the UK is subject to appropriate safeguards in line with UK GDPR requirements.

GoChuchuro retains admin agency access to your sub-account solely for the purpose of providing contracted support and maintenance services. We do not access your client contact data for any purpose beyond agreed service delivery.

6. Third-Party Services and Integrations

To deliver our full range of automation services, we work with a limited number of trusted third-party technology providers. These may include:

- GoHighLevel (CRM, automation, and communication platform).
- Stripe and PayPal (secure payment processing).
- Twilio (SMS and voice communication delivery).
- Mailgun or SendGrid (transactional email delivery).
- Google (calendar integrations, Google Business Profile, and analytics).
- Meta (Facebook and Instagram lead forms and messaging integrations).
- OpenAI (AI language model features within GHL AI Employee tools).

Our Commitment:

We only share the minimum data necessary with these providers to fulfil your service. We never sell your personal data to any third party under any circumstances.

7. How Long We Keep Your Data

We hold your personal data only for as long as is necessary to fulfil the purpose for which it was collected, or as required by law. In practical terms:

- Active client records are retained for the duration of our service agreement plus 3 years.
- Enquiry records from prospective clients who did not proceed are deleted after 12 months.
- Financial transaction records are retained for 7 years as required by HMRC regulations.
- You may request deletion of your data at any time by contacting hello@gochuchuro.com.

8. Your Rights Under UK GDPR

Under UK data protection law, you hold complete authority over your personal information. You have the right to:

- Access: Request a copy of all personal data we hold about you.
- Rectification: Ask us to correct any inaccurate or incomplete data.
- Erasure: Request deletion of your personal data ("the right to be forgotten").
- Restriction: Ask us to pause processing your data in certain circumstances.
- Portability: Receive your data in a structured, machine-readable format.
- Objection: Object to processing based on legitimate interests.
- Withdraw Consent: Where processing relies on consent, you can withdraw it at any time without affecting lawfulness of prior processing.

How to Exercise Your Rights:

Send a written request to hello@gochuchuro.com. We will respond within 30 days. If you believe we have mishandled your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk or by telephoning 0303 123 1113.

9. Cookies and Website Tracking

Our website uses only functional, strictly necessary cookies to ensure basic website operation and to improve your browsing experience. We do not deploy third-party advertising trackers or behavioural profiling cookies without your explicit consent.

Where analytics tools are used, data is anonymised and aggregated. You can manage or disable cookies at any time through your browser settings.

10. Marketing Communications

We will only send you marketing emails, SMS messages, or WhatsApp broadcasts if you have explicitly opted in to receive them, in accordance with the UK Privacy and Electronic Communications Regulations (PECR).

Every marketing communication we send includes a clear and immediate opt-out mechanism. To unsubscribe at any time, reply STOP to any SMS or WhatsApp message, or click the unsubscribe link in any email.

11. Security of Your Data

We take all reasonable technical and organisational measures to protect your personal data from unauthorised access, loss, or disclosure. Our security measures include:

- Encrypted data storage and transmission (SSL/TLS protocols).
- Role-based access controls within our GoHighLevel agency account.
- Secure, unique login credentials for all system access points.
- Regular review of data access logs and security configurations.

Data Breach Notification:

In the unlikely event of a personal data breach that poses a risk to your rights and freedoms, we will notify the ICO within 72 hours as required by UK GDPR, and will inform affected individuals without undue delay.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time as our services and legal obligations evolve. The updated version will always be published on this page with a revised date. For material changes that significantly affect how we use your data, we will provide advance notice by email.

Data Protection Enquiries

GoChuchuro (Prakash Gurung MVO)

1 Rake Way, Andover SP11 6FX, United Kingdom

Data Protection Email: hello@gochuchuro.com

WhatsApp Support (Text Only): 07474080809

ICO Registration: ico.org.uk | **ICO Helpline:** 0303 123 1113