

Privacy Notice

Sideways Marketing Limited (trading as Sideways CRM) · Last updated June 2026 · Company No. 13945570

This notice explains how Sideways Marketing Limited ("Sideways", "we", "us") collects and uses personal information, and the rights you have over it. We have kept it short and plain.

When we deliver services to clients, we often handle personal data on their behalf. In those cases we act as a "processor", that data is governed by our client agreement, and this notice does not apply to it. This notice covers the data we control ourselves: mainly people who visit our website or get in touch with us.

1. Who we are

We are the data controller for the information described here. You can reach us at hello@sidewayscrm.com, or by post at Rowan Cottage, East Dean Road, Lockerley, Hampshire, SO51 0JQ. Will Sawney is responsible for data protection at Sideways.

2. What we collect

Information you give us: when you complete a form on our site, email us, or engage us, we collect details such as your name, email address, phone number, company and job title, and whatever you choose to tell us about your enquiry.

Information collected automatically: like most websites, ours collects basic technical and usage data (for example IP address, browser type, and pages visited) through cookies and similar technologies. This helps keep the site secure and working, and tells us how it is used. We do not collect special-category ("sensitive") data, and we do not buy or receive personal data about you from third parties.

3. Why we use it, and our legal basis

- To respond to your enquiry and provide our services - on the basis of our legitimate interests and, where we are engaged, our contract with you.
- To send occasional updates or marketing, where you have asked us to or not objected - on the basis of consent or legitimate interests. You can opt out at any time.
- To keep proper business and financial records and meet our legal obligations - on the basis of legal obligation.
- To keep our website secure and to improve it - on the basis of our legitimate interests.

4. Cookies

We use a small number of cookies: essential ones that make the site work, and optional ones (such as analytics) that help us understand usage. You can accept or decline optional cookies through the banner on our site, or manage them in your browser settings.

5. Who we share it with

We use a small number of trusted service providers to run our business - for example website hosting, email, and our own CRM - who process data on our behalf under contract. A current list of these providers is available on request. We never sell your personal information. We may disclose information where required by law, or in connection with a sale or restructuring of our business.

6. How we keep it safe

We use appropriate technical and organisational measures to protect your information, and limit who can access it. No method of transmission or storage is completely secure, but we take reasonable care to keep your data safe.

7. How long we keep it

We keep personal information only as long as we need it. Enquiry and client-relationship records are typically held for up to six years after our last contact, to meet tax, accounting and legal requirements; marketing contacts are kept until you unsubscribe. After that we delete or anonymise it.

8. Your rights

Under UK data protection law you have the right to access your information; to have it corrected or deleted; to restrict or object to how we use it; to data portability; and, where we rely on consent, to withdraw that consent at any time. To exercise any of these, just email hello@sidewayscrm.com. You also have the right to complain to the Information Commissioner's Office (ico.org.uk), although we would appreciate the chance to put things right first.

9. Children

Our services and website are intended for businesses and are not directed at anyone under 18. We do not knowingly collect data about children.

10. Changes to this notice

We may update this notice from time to time. The current version will always be the one published on our website, with the date it was last updated shown at the top.

11. Contact

Sideways Marketing Limited
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hello@sidewayscrm.com
Company No. 13945570 - Registered in England and Wales