



Graceful Monkey Ltd. Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

Contact details

Company name: Graceful Monkey Ltd.

Email: production@gracefulmonkey.co.uk

Trading address: 369B High Road, Leyton, E10 5NA

Registered address: 57 Browning Road, Leyton, E11 3AR

VAT number: GB197232291

Company number: 09211736

What information we collect, use, and why

To provide and improve products and services for clients

We collect or use the following information:

- Names and contact details
- Addresses
- Occupation and professional role
- Payment details (including card or bank information for transfers and direct debits)
- Transaction data (including payments to and from you)
- Usage data relating to our website, products, and services
- Employment details (where relevant)
- Information relating to compliments or complaints
- Records of meetings, communications, and decisions
- Account access information

- Website user information
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For the operation of client or customer accounts

We collect or use:

- Names and contact details
 - Purchase or service history
 - Account information and registration details
 - Information used for security purposes
 - Technical data such as browser and operating system information
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For information updates, outreach, and marketing purposes

We collect or use:

- Names and contact details
 - Professional profile information (such as job title and organisation)
 - LinkedIn profile information where publicly available or provided
 - Website and app user journey information
 - IP addresses
 - Communication metadata (such as email engagement and response activity)
 - CRM interaction data created through automated or AI-assisted tools
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To comply with legal requirements

We collect or use:

- Name and contact details
 - Client account information
 - Any other personal data required to comply with legal obligations
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To protect client welfare

We collect or use:

- Names and contact information
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For dealing with queries, complaints, or claims

We collect or use:

- Names and contact details
 - Payment details
 - Account information
 - Purchase or service history
 - Client account records
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Children's data

Our services are not intended for children under the age of 16. We do not knowingly collect personal data relating to children. If we become aware that we have collected personal data from a child, we will delete it promptly.

Use of AI-assisted and automated tools

We use AI-assisted tools and automated systems to support customer relationship management, outreach, and operational efficiency.

These tools are used in connection with:

- Our CRM system (HubSpot)
- Email and calendar services (Microsoft Outlook)
- Professional networking platforms (LinkedIn)

AI-assisted tools may be used to:

- Sync and manage contact information across systems
- Identify relevant professional contacts for outreach
- Schedule, draft, and optimise communications
- Analyse engagement and interaction patterns

These tools support our internal processes only. They do not make automated decisions that produce legal or similarly significant effects on individuals without meaningful human involvement.

Lawful bases and data protection rights

Under UK data protection law, we must have a lawful basis for collecting and using personal data.

Our lawful bases include:

Consent

Where you have given clear permission after being provided with full information. You can withdraw consent at any time.

Contract

Where processing is necessary to enter into or carry out a contract with you.

Legitimate interests

Where processing supports our business in a way that does not override your rights.

Our legitimate interests include:

- Managing professional relationships
- Improving outreach and communication effectiveness
- Using technology (including AI-assisted tools) to operate our business efficiently

Legal obligation

Where processing is required by law (e.g. tax, employment, or regulatory obligations).

Your data protection rights

You have the following rights:

- Right of access
- Right to rectification
- Right to erasure
- Right to restriction of processing
- Right to object (including to direct marketing and related profiling)
- Right to data portability
- Right to withdraw consent

We must respond to valid requests without undue delay and within one month.

Requests should be made using the contact details above.

Where we get personal information from

- Directly from you
 - Publicly available sources
 - Suppliers and service providers
 - Integrated platforms connected to our CRM system, including email and professional networking platforms (such as Outlook and LinkedIn)
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Cookies and tracking technologies

We use cookies and similar technologies on our website, products, and emails to:

- Ensure website functionality
- Analyse usage and performance
- Save preferences
- Measure outreach effectiveness

Cookies may include:

- Essential cookies
- Performance cookies
- Functional cookies
- Marketing and advertising cookies

You can manage cookies through your browser settings. Disabling cookies may affect website functionality.

How long we keep information

Retention depends on the type and purpose of data, including:

- Financial records: up to six years
- Marketing data: until consent is withdrawn or after two years of inactivity

- Employment data: up to seven years after employment ends
- Complaints data: up to five years after resolution

Where data cannot be deleted immediately (e.g. backups), it is securely isolated until deletion is possible.

Sharing information with third parties

We do not sell personal data.

We may share personal data with trusted third parties where necessary to deliver our services, including:

- CRM and marketing platforms (e.g. HubSpot)
- Email and communication providers (e.g. Microsoft Outlook)
- Professional networking platforms used for outreach (e.g. LinkedIn)
- AI-enabled analytics and automation tools
- IT, software, payment, and professional advisory services

All third parties are required to process data in line with UK GDPR and appropriate contractual safeguards.

International data transfers

Where personal data is transferred outside the UK or EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the European Commission.

How to complain

If you have concerns about our use of your personal data, contact us using the details above.

You may also complain to the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Tel: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

21 April 2026

We will notify users of material updates via our website.