



Privacy Policy 2025

| Protecting your personal data
with absolute transparency.



Pequod Associates Limited is committed to protecting your privacy while visiting our website. This Privacy Policy explains our practices regarding the collection, use, and protection of personal information from users on our website, located at www.pequodassociates.com, in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. For any concerns regarding data protection, please contact our Data Protection Officer, Andy Hearn.

General Data

The use of our services will automatically generate data that is collected to improve user experience and website functionality. For example, when you use our services, we may collect:

- Geographic location
- How you interact with the website
- Device type and browser information
- Open Device Identification Number
- Date/time stamps of visits
- Unique device identifier
- Internet Protocol (IP) address and domain name

This information is used to administer and enhance the website and ensure it meets user needs.

Log Files

As with most websites, Pequod Associates automatically collects and stores certain information in log files. This includes:

- IP addresses
- Browser type
- Internet Service Provider (ISP)
- Referring/exit pages
- Operating system
- Date/time stamps
- Clickstream data



What Data Do We Collect?

Analytics

We use analytics services (including, but not limited to, Google Analytics) to assess how users interact with our website. These services use cookies to collect information such as visit frequency and page interactions. We use this data to improve site functionality and services. The ability of analytics providers to use and share collected information is governed by their own privacy policies.

Location Information

If you enable location services on your device, we may collect this information to improve the services we offer. If you do not wish to share this data, you can disable location services in your device settings.

Cookies

Cookies are small text files sent to your computer's hard drive while browsing our website. Some cookies are necessary for site functionality, while others enhance user experience or support marketing efforts. Under UK law, we can store strictly necessary cookies on your device, but all other types require your consent.

Our website uses different types of cookies, including those from third-party services.

We & third parties may use:

- Session Cookies (expire when the browser is closed)
- Persistent Cookies (remain on your device until deleted)
- Marketing Cookies (track visitors across websites for targeted advertising)

You can manage your cookie preferences through your browser settings.

Use of Personal Information

Personal data provided to us is used for the following purposes:

- Operating, maintaining, and improving our website and services
- Responding to user inquiries and customer service requests
- Enhancing our marketing and advertising strategies
- Providing and delivering products and services requested
- Ensuring website security and fraud prevention

We may store and process personal data on secure servers in the UK and Europe. We may also anonymise personal information by removing identifiable elements for analytical purposes.



We Will Never Disclose Your Personal Information to Third Parties

Pequod Associates does not sell, rent, or share personal data with third parties without explicit consent. In some cases, anonymised data may be used to improve service offerings.

We may publish testimonials with user consent, identifying individuals by their first and last name. Users will always be asked for permission before a testimonial is shared.

Third-Party Websites

Our website may contain links to third-party websites. When you navigate to another site, that entity may collect your personal data. This Privacy Policy does not extend to third-party sites, and we are not responsible for their privacy practices. We encourage reviewing the privacy policies of any external websites you visit.

Your Choices Regarding Information

You have control over how your personal data is collected and used. If you receive marketing communications from us, you can opt out at any time by:

- Clicking the unsubscribe link in marketing emails
- Contacting us via the contact page on our website

Despite opting out of marketing communications, we may still send you service-related emails regarding policy updates or security notices.

Your Rights

As a user of our site, you have the following rights:

- The right to request access to the personal data we hold about you
- The right to request corrections to inaccurate or outdated personal data
- The right to request deletion of your personal data where applicable
- The right to restrict processing under certain circumstances
- The right to object to processing, including direct marketing
- The right to withdraw consent for data processing at any time

To exercise these rights, contact our Data Protection Officer, Andy Hearn via the contact page on our website.

If you believe your data rights have been violated, you may lodge a complaint with the UK Information Commissioner's Office (ICO) via www.ico.org.uk.

PequodAssoicates

Head Office: Suite 505, Coppergate House, 10 Whites Row, London, E1 7NF

Tel: +44 (0)20 7953 8430 **Mail:** info@pequodassociates.com **Online:** www.pequodassociates.com