

Privacy Policy

Effective Date: December 28, 2025

Last Updated: December 28, 2025

OMEGA DIRECT LTD, a business consultancy service provider registered in England, is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, store, and protect your information when you visit or use our website <https://omegadirect.biz>.

The terms you, your, and user refer to any individual or entity using our Website. This Policy is designed to comply with the General Data Protection Regulation, the UK GDPR, and other applicable data protection laws.

If you have any questions about this Policy or wish to exercise your data protection rights, please contact us at info@omegadirect.biz.

1. DATA CONTROLLER INFORMATION

OMEGA DIRECT LTD is the data controller responsible for your personal data.

Registered Address:

Ormond House, Suite 2, 26/27 Boswell Street
London, WC1N 3JZ
United Kingdom

Contact Details:

Email: info@omegadirect.biz
Phone: +44 207 62 99 974

2. PERSONAL DATA WE COLLECT

We collect and process personal data necessary to provide our services, improve user experience, and comply with legal obligations.

2.1 Information You Provide Directly

Account and Registration Information: When you create an account or register for our services, we may collect:

- Full name
- Email address
- Phone number
- Company name
- Job title or position

Communication Data: Information from emails, contact forms, live chat, phone calls, and other communications with us, including:

- Message content
- Date and time of communication
- Support inquiry details

Transaction and Payment Information: If you purchase services, we may collect billing information processed securely through third-party payment processors.

2.2 Information We Collect Automatically

Technical and Device Data: When you visit our Website, we automatically collect:

- IP address

- Browser type and version
- Operating system
- Device type and identifiers
- Internet Service Provider
- Referring and exit pages
- Date and time stamps
- Clickstream data

Cookies and Tracking Technologies: We use cookies, web beacons, pixels, and similar technologies to enhance functionality and analyze usage. For detailed information, please refer to our Cookie Policy.

Geo-Location Data: Approximate location based on your IP address to provide localized content and services.

Usage and Analytics Data: We use analytics tools including Google Analytics to understand how you interact with our Website, including:

- Pages visited
- Time spent on pages
- Navigation patterns
- Feature usage statistics

2.3 Information from Third Parties

We may receive information about you from third-party sources, including:

- Business partners and service providers
- Publicly available sources
- Social media platforms if you interact with us through social channels

3. LEGAL BASIS FOR PROCESSING

We process your personal data only when we have a valid legal basis under GDPR Article 6:

Consent: You have given clear, affirmative consent for specific processing activities such as marketing communications and non-essential cookies.

Contractual Necessity: Processing is necessary to perform a contract with you or take pre-contractual steps at your request.

Legal Obligation: Processing is required to comply with legal or regulatory obligations including tax, accounting, and anti-money laundering requirements.

Legitimate Interests: Processing is necessary for our legitimate business interests, provided these do not override your fundamental rights and freedoms. Legitimate interests include:

- Fraud prevention and security
- Network and information security
- Business analytics and improvement
- Internal administrative purposes

4. HOW WE USE YOUR PERSONAL DATA

We use your personal data for the following purposes:

Service Delivery and Account Management:

- Create and manage your account
- Provide requested services and consultancy
- Process transactions and payments
- Communicate about your account or services

Customer Support:

- Respond to inquiries and support requests
- Troubleshoot technical issues
- Provide customer service

Website Improvement and Personalization:

- Analyze usage patterns and trends
- Improve Website functionality and user experience
- Customize content based on preferences

Security and Fraud Prevention:

- Detect, prevent, and investigate security incidents

- Protect against malicious, deceptive, or illegal activity
- Enforce our terms and conditions

Legal Compliance:

- Comply with applicable laws, regulations, and legal processes
- Respond to lawful requests from public authorities
- Protect our legal rights and interests

Marketing and Communications with consent:

- Send newsletters, promotional materials, and service updates
- Conduct market research and surveys
- Inform you about new services or features

You may withdraw consent for marketing communications at any time by clicking unsubscribe in emails or contacting us directly.

5. DATA SHARING AND DISCLOSURE

We do not sell, rent, or trade your personal data. We may share your information with the following categories of recipients:

Service Providers and Processors: Third-party vendors who provide services on our behalf, including:

- Cloud hosting and storage providers

- Payment processors
- Email and communication platforms
- Analytics and marketing tools
- Customer support systems

All third-party processors are contractually bound to process data only as instructed and maintain appropriate security measures.

Legal and Regulatory Authorities: When required by law, regulation, legal process, or governmental request, including:

- Law enforcement agencies
- Regulatory bodies
- Courts and tribunals
- Tax authorities

Business Transfers: In connection with any merger, sale, acquisition, reorganization, or transfer of assets, your data may be transferred to the successor entity.

With Your Consent: We may share your data with other parties when you have provided explicit consent.

6. INTERNATIONAL DATA TRANSFERS

Your personal data may be transferred to and processed in countries outside the European Economic Area and United Kingdom. When we

transfer data internationally, we ensure adequate safeguards are in place, including:

- Standard Contractual Clauses approved by the European Commission
- Adequacy Decisions for countries deemed to provide adequate data protection
- Binding Corporate Rules for intra-group transfers
- Other Approved Mechanisms as permitted under GDPR Article 46

You may request information about international transfers and obtain copies of safeguards by contacting us.

7. DATA RETENTION

We retain personal data only as long as necessary to fulfill the purposes outlined in this Policy and comply with legal obligations:

Account Data: Retained for the duration of your account plus a reasonable period afterward, typically 6 to 12 months, unless legal retention requirements apply.

Communication Records: Retained for up to 7 years to comply with business and legal obligations.

Marketing Data: Retained until you withdraw consent or we determine the data is no longer necessary.

Analytics and Technical Data: Typically retained for 12 to 26 months depending on the tool and purpose.

Legal and Compliance Data: Retained as required by applicable laws, such as tax records for 7 years.

When data is no longer needed, we securely delete or anonymize it in accordance with data protection principles.

8. YOUR RIGHTS UNDER DATA PROTECTION LAWS

Under the GDPR and UK GDPR, you have the following rights regarding your personal data:

Right to Access: Request confirmation of whether we process your personal data and obtain a copy of that data.

Right to Rectification: Request correction of inaccurate or incomplete personal data.

Right to Erasure / Right to be Forgotten: Request deletion of your personal data under certain circumstances, including:

- Data no longer necessary for the purpose collected
- Withdrawal of consent
- Objection to processing without overriding legitimate grounds
- Unlawful processing

Right to Restriction of Processing: Request limitation on how we process your data in specific situations.

Right to Data Portability: Receive your personal data in a structured, commonly used, machine-readable format and transmit it to another controller.

Right to Object: Object to processing based on legitimate interests or for direct marketing purposes.

Right to Withdraw Consent: Withdraw consent at any time without affecting the lawfulness of processing based on consent before withdrawal.

Right Not to be Subject to Automated Decision-Making: Protection against decisions based solely on automated processing, including profiling, that produce legal or similarly significant effects.

Right to Lodge a Complaint: File a complaint with your supervisory authority if you believe your rights have been violated.

How to Exercise Your Rights

To exercise any of these rights, please contact us at info@omegadirect.biz with sufficient detail to identify you and your request.

We will respond to your request within one month of receipt. In complex cases, we may extend this period by two additional months and will notify you accordingly.

We do not charge a fee for exercising your rights unless requests are manifestly unfounded, excessive, or repetitive.

9. DATA SECURITY

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction:

Technical Measures:

- Encryption of data in transit and at rest
- Secure Socket Layer technology
- Firewalls and intrusion detection systems
- Regular security assessments and penetration testing
- Multi-factor authentication where applicable

Organizational Measures:

- Access controls and role-based permissions
- Employee training on data protection
- Confidentiality agreements with staff and processors
- Incident response and data breach procedures
- Regular policy reviews and updates

While we strive to protect your data, no method of transmission or storage is 100% secure. We cannot guarantee absolute security but remain committed to maintaining industry-standard protections.

10. DATA BREACH NOTIFICATION

In the event of a personal data breach that poses a risk to your rights and freedoms, we will notify you and the relevant supervisory authority within 72 hours of becoming aware of the breach, as required by GDPR Article 33.

Notifications will include:

- Nature of the breach
- Categories and approximate number of affected individuals
- Likely consequences
- Measures taken or proposed to address the breach
- Contact point for further information

11. INFORMATION FROM MINORS

Our Website and services are not intended for individuals under the age of 18. We do not knowingly collect personal data from minors. If we become aware that we have inadvertently collected data from a minor without parental consent, we will take steps to delete that information promptly.

If you believe we have collected data from a minor, please contact us immediately at info@omegadirect.biz.

12. SENSITIVE PERSONAL DATA

We do not intentionally collect or process special categories of sensitive personal data, including:

- Racial or ethnic origin
- Political opinions
- Religious or philosophical beliefs
- Trade union membership
- Genetic or biometric data
- Health information
- Sexual orientation

Please do not provide such information through our Website. If you believe sensitive data has been inadvertently collected, contact us immediately for removal.

13. THIRD-PARTY WEBSITES AND SERVICES

Our Website may contain links to third-party websites, services, or applications not operated by us. This Policy applies exclusively to our Website and services. We are not responsible for the privacy practices of third parties.

We recommend reviewing the privacy policies of any third-party sites you visit. Clicking on third-party links or enabling third-party connections is at your own risk.

14. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar tracking technologies to enhance Website functionality, analyze usage, and provide personalized experiences. For comprehensive information about the cookies we use, how to manage preferences, and your rights, please refer to our Cookie Policy.

15. CHANGES TO THIS PRIVACY POLICY

We may update this Policy periodically to reflect changes in our practices, technology, legal requirements, or business operations. When we make material changes, we will:

- Update the Last Updated date at the top of this Policy
- Provide prominent notice on our Website
- Send email notifications to registered users where appropriate
- Request renewed consent where legally required

We encourage you to review this Policy regularly to stay informed about how we protect your data. Continued use of our Website after changes constitutes acceptance of the updated Policy.

16. YOUR ACCEPTANCE OF THIS POLICY

By accessing or using our Website, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy. If you do not agree with this Policy, please discontinue use of our Website immediately.

17. SUPERVISORY AUTHORITY

You have the right to lodge a complaint with a data protection supervisory authority if you believe we have violated your data protection rights.

UK Supervisory Authority:

Information Commissioner's Office

Website: <https://ico.org.uk>

Helpline: 0303 123 1113

Email: casework@ico.org.uk

EU Supervisory Authorities: Find your local authority at

https://edpb.europa.eu/about-edpb/board/members_en

We encourage you to contact us first so we can address your concerns directly.

18. CONTACT US

For questions, concerns, or requests regarding this Privacy Policy or our data processing practices, please contact us:

OMEGA DIRECT LTD

Ormond House, Suite 2, 26/27 Boswell Street

London, WC1N 3JZ

United Kingdom

Email: info@omegadirect.biz

Phone: +44 207 62 99 974