

# Privacy Policy

*Last updated: March 2026*

## Who we are

The Ops Geek is a trading name of Vibe Operations Ltd, a company registered in England and Wales.

When this policy refers to "The Ops Geek", "Vibe Operations", "we", "us" or "our", it means Vibe Operations Ltd, trading as The Ops Geek.

Our website address is: [theopsgeek.com](https://theopsgeek.com)

For any questions about this privacy policy or how we handle your data, you can contact us at: [support@theopsgeek.com](mailto:support@theopsgeek.com)

## 1. What this policy covers

This privacy policy explains how we collect, use, store and protect your personal data when you:

- Visit our website at [theopsgeek.com](https://theopsgeek.com)
- Download any of our free resources or lead magnets
- Fill in any form on our website
- Book a discovery call with us
- Sign up to our email list or community waitlist
- Engage with us on social media
- Become a client or ops specialist working with us

We are committed to handling your personal data responsibly, transparently and in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. The data we collect

Depending on how you interact with us, we may collect the following types of personal data:

Information you give us directly:

- Your name
- Your email address
- Your agency or company name
- Your job title or role
- Information you share with us in discovery calls, forms or correspondence
- Payment information (processed securely via our payment provider, we do not store card details)

Information we collect automatically when you visit our website:

- Your IP address
- Browser type and version
- Pages you visit and time spent on them
- How you arrived at our website (e.g. search engine, social media link)
- Device type and operating system

Information from third parties:

- If you connect with us via social media platforms, we may receive basic profile information in accordance with your settings on those platforms

We do not collect any special category data (such as health information, ethnicity, religion or political views) unless you choose to share this with us voluntarily, for example as part of an expression of interest in joining our specialist community.

### 3. How we use your data

We use your personal data for the following purposes, and only where we have a lawful basis to do so:

#### 3a. To deliver the services you've requested

Lawful basis: Contract / Legitimate interests

- To respond to enquiries and discovery call bookings
- To deliver free resources and lead magnets you have requested
- To set up and manage your client retainer or specialist relationship
- To communicate with you about your account or services

#### 3b. To send you marketing communications

Lawful basis: Consent

- To send you our email newsletter and updates about The Ops Geek
- To share relevant resources, events and offers with you

You can withdraw your consent and unsubscribe at any time using the link in any of our emails, or by contacting us directly. Withdrawing consent does not affect the lawfulness of any processing carried out before you withdrew it.

### 3c. To improve our website and services

Lawful basis: Legitimate interests

- To understand how visitors use our website
- To fix technical issues and improve user experience
- To analyse which content and resources are most useful

### 3d. To comply with legal obligations

Lawful basis: Legal obligation

- To maintain accurate financial and business records
- To respond to lawful requests from regulatory authorities

## 4. How long we keep your data

We do not keep your personal data for longer than necessary. Our standard retention periods are:

Data type	Retention period
Enquiry and contact form data	2 years from last contact
Email list subscribers	Until you unsubscribe, then deleted within 30 days
Lead magnet download data	2 years, unless you become a client
Client data	7 years from end of contract (legal/financial obligation)
Specialist community data	Until you request removal, or 2 years of inactivity
Website analytics data	26 months (standard analytics retention)

When data is no longer needed, we delete or anonymise it securely.

## 5. Who we share your data with

We do not sell your personal data. We do not share it with third parties for their own marketing purposes.

We may share your data with trusted third-party service providers who help us run our business. These include:

- Email marketing platform to send newsletters and deliver lead magnets
- Booking software to manage discovery call bookings
- Website hosting and analytics providers to run and improve our website
- Payment processors to handle transactions securely
- Accountancy software for financial record keeping

All third-party providers we work with are required to handle your data securely and in accordance with UK data protection law. Where providers are based outside the UK, we ensure appropriate safeguards are in place.

We may also share your data where we are legally required to do so, for example, in response to a court order or request from a regulatory authority.

## 6. Cookies

Our website uses cookies, small text files stored on your device, to help us understand how you use the site and improve your experience.

The types of cookies we use:

Cookie type	Purpose
Essential cookies	Required for the website to function. Cannot be disabled.
Analytics cookies	Help us understand how visitors use the site (e.g. Google Analytics). These are anonymised where possible.
Marketing cookies	Used to track the effectiveness of our marketing. Only set with your consent.

When you first visit our website, you will be asked to accept or manage your cookie preferences. You can update your preferences at any time via the cookie settings link in our footer.

You can also control cookies through your browser settings, please note that disabling certain cookies may affect how the website works.

## 7. Your rights under UK GDPR

Under UK data protection law, you have the following rights regarding your personal data:

The right to access, you can request a copy of the personal data we hold about you.

The right to rectification, you can ask us to correct any inaccurate or incomplete data.

The right to erasure, you can ask us to delete your personal data in certain circumstances (the 'right to be forgotten').

The right to restrict processing, you can ask us to limit how we use your data in certain circumstances.

The right to data portability, you can ask us to provide your data in a structured, commonly used format so you can transfer it to another organisation.

The right to object, you can object to us processing your data where we rely on legitimate interests as our lawful basis.

The right to withdraw consent, where we rely on your consent to process your data, you can withdraw it at any time.

Rights related to automated decision-making, we do not use automated decision-making or profiling that has a significant effect on individuals.

To exercise any of these rights, please contact us at: [support@theopsgeek.com](mailto:support@theopsgeek.com)

We will respond to all requests within one calendar month. We will not charge a fee for reasonable requests.

## 8. How we keep your data secure

We take the security of your personal data seriously. We use appropriate technical and organisational measures to protect your data against unauthorised access, loss, destruction or alteration. These include:

- Secure (HTTPS) connections on our website
- Password-protected systems and tools

- Access controls. only people who need your data to do their job can access it
- Regular reviews of our data handling practices

In the unlikely event of a data breach that is likely to affect your rights and freedoms, we will notify you and the Information Commissioner's Office (ICO) as required by law.

## 9. Third-party links

Our website may contain links to other websites, for example, our social media profiles or third-party tools. This privacy policy applies only to our website. We are not responsible for the privacy practices of any third-party sites and encourage you to read their policies before sharing your data.

## 10. Children's data

Our services are intended for business professionals and are not directed at children under the age of 18. We do not knowingly collect personal data from children. If you believe a child has provided us with their data, please contact us and we will delete it promptly.

## 11. Changes to this policy

We may update this privacy policy from time to time to reflect changes in our practices, services or legal requirements. When we make significant changes, we will update the 'last updated' date at the top of this page. We encourage you to review this policy periodically.

## 12. How to make a complaint

If you have concerns about how we handle your personal data, please contact us in the first instance and we will do our best to resolve your concern promptly.

If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) the UK's independent data protection authority. ICO contact details:  [ico.org.uk](https://ico.org.uk)