Duo Stack

# Privacy Policy

**Last updated:** 26 November 2026

This policy explains how Burrow Stack Limited, trading as DuoStack ("we", "us") collects and uses personal information when you visit our website, get in touch with us, or work with us as a prospective client. It also explains your rights and how to use them.

## Who we are

Burrow Stack Limited is the "controller" of your personal information. This means we decide how and why it is used.

- **Registered in:** England and Wales, company number 14658765
- **Registered office:** 46 Riverside Road, Norwich, Norfolk, NR1 1SR
- **ICO registration number:** <ICO registration number>
- **Email:** contact@duostack.co.uk

## What information we collect

### Information you give us

When you book a call, fill in a form, call or email us, or speak with us, you may give us:

- **Identity and contact details**, such as your name, job title, business name, email address and phone number
- **Information about your business**, such as how it runs, the problems you'd like help with, and any documents or examples you choose to share
- **Communications**, such as emails, messages, call notes, and any recordings we make with your permission
- **Scheduling details**, such as the times of calls you book

Please don't send us sensitive personal information (for example about health) or other people's personal data unless we need it. If you share example documents, remove or anonymise any personal details first where you can.

### Information we collect automatically

When you use our website, and where you've agreed to cookies, we collect:

- **Technical information**, such as your IP address, device, browser and approximate location
- **Usage information**, such as the pages you visit, how you interact with them, and how you arrived at our site (for example from an advert or a search engine)

Our Cookie Policy has the full details.

### Information from other sources

- **Advertising and analytics providers**, who send us reports about how our website and adverts perform
- **Public sources**, such as Companies House and business websites

## How and why we use your information

UK data protection law says we must have a valid reason, called a "lawful basis", for each way we use your information.

| What we do | Lawful basis |
|---|---|
| Respond to your enquiries, and arrange and hold calls you request | Legitimate interests (responding to people who contact us) and taking steps at your request before entering into a contract |
| Prepare proposals, prototypes and quotes | Taking steps at your request before entering into a contract |
| Provide our services, if you become a client | Performing our contract with you |
| Follow up after you've been in touch, and tell you about our services | Legitimate interests (developing our business). You can opt out at any time |
| Understand how our website is used, and improve it | Consent (through our cookie banner) |
| Measure how well our adverts work, and show them to relevant people | Consent (through our cookie banner) |
| Keep business and financial records, and meet our legal obligations | Legal obligation |
| Keep our website and systems secure | Legitimate interests (protecting our business) |
| Deal with complaints or legal claims | Legitimate interests (protecting our business) |

Where we rely on legitimate interests, we have checked that our interests don't override your rights. You can object at any time (see "Your rights").

We don't sell your personal information. We don't make decisions about you that have legal or similarly significant effects using automated processes alone.

## Who we share your information with

We only share your information with service providers who help us run our business, and only as much as they need. They may only use it to provide their services to us. These include providers of:

- website hosting and security
- booking and scheduling tools
- email, video calls, documents and file storage
- website analytics and advertising (only where you've consented to cookies)
- cookie consent management
- accounting and payments

Where an advertising platform collects data on our website through a tracking pixel, we and that platform may be joint controllers for that collection. Once the platform has received the data, it uses it under its own privacy policy.

We may also share information:

- with professional advisers, such as lawyers and accountants
- with authorities, if the law requires us to
- with a buyer or successor, if our business is ever sold or restructured

Contact us if you'd like to know which specific providers we use.

## Transfers outside the UK

Some of our providers store or access data outside the UK. When this happens, we make sure your information is protected by at least one of these:

- the country has been approved by the UK government as having adequate data protection (including US companies certified under the UK Extension to the EU–US Data Privacy Framework)
- the provider has signed the UK's International Data Transfer Agreement or Addendum, or uses other approved safeguards

Contact us if you'd like more details.

## How long we keep your information

We only keep your information for as long as we need it for the reasons above:

- **Enquiries from people who don't become clients:** up to 2 years after our last contact
- **Client, contract and financial records:** 6 years after the end of the tax year they relate to (required for tax purposes)
- **Website analytics data:** for the period set in our analytics tools, typically no more than 26 months
- **Marketing preferences:** until you opt out. We then keep a record of your opt-out so that we don't contact you again

After this time, we delete your information or anonymise it so it can no longer identify you.

## How we keep your information safe

We use reputable providers with strong security, protect our accounts with strong passwords and two-factor authentication, and limit access to the people who need it. No system is completely secure, but we take reasonable steps to protect your information. If a breach puts your rights at risk, we will tell you and the ICO where the law requires us to.

## Your rights

Under UK data protection law, you have the right to:

- **Access:** ask for a copy of the personal information we hold about you
- **Correct:** ask us to fix information that's wrong or incomplete
- **Delete:** ask us to delete your information
- **Restrict:** ask us to limit how we use your information
- **Object:** object to us using your information on the basis of legitimate interests. You can always object to direct marketing, and we'll stop
- **Data portability:** ask us to send your information to you or another organisation in a commonly used format
- **Withdraw consent:** where we rely on consent, change your mind at any time. For cookies, click "Cookie settings" at the bottom of any page

To use any of these rights, email contact@duostack.co.uk. It's free, and we'll reply within one month. We may need to confirm who you are before we act on your request.

## Children

Our services are for businesses. We don't knowingly collect information from anyone under 18.

## Links to other websites

Our website may link to or embed content from other services. Those services have their own privacy policies, and we aren't responsible for how they handle your information.

## Changes to this policy

We may update this policy from time to time. The "Last updated" date at the top shows when it last changed. If we make important changes, we'll make them clear on our website.

## Complaints

If you're unhappy with how we've handled your information, please contact us first at contact@duostack.co.uk and we'll try to put it right.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator:

- **Website:** ico.org.uk/make-a-complaint
- **Phone:** 0303 123 1113
- **Post:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF