

Privacy Policy for KDB Consultants



Last Updated: 02 November 2025

1. Introduction

Welcome to KDB Consultants. My name is Dean Bailey and trade as KDB Consultants, as a Construction Management and Digital Solutions Consultant, and I am committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how I collect, use, store, and protect your personal data when you visit my website (kdb.org.uk), engage with my services, or interact with me in any other way.

This policy has been developed to be compliant with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. As I offer my services worldwide, this policy also considers international data protection principles.

It is important that you read this Privacy Policy so that you are fully aware of how and why I am using your data.

2. Data Controller

For the purpose of the UK GDPR, the data controller is:

- **Business Name:** Dean Bailey T/A KDB Consultants (operating as a Sole Trader)
- **Data Protection Contact:** Dean Bailey
- **Email:** dean@kdb.org.uk
- **Phone:** +44 7438 156360

KDB Consultants is in the process of registering with the Information Commissioner's Office (ICO), the UK's independent body set up to uphold information rights.

3. What Personal Data I Collect

I may collect, use, store, and transfer different kinds of personal data about you, which I have grouped together as follows:

- **Identity Data:** Includes first name, last name, and company name.
- **Contact Data:** Includes email address, phone number, and business address.
- **Project Data:** Includes information you provide about a project in the contact form, as well as data collected during the delivery of my services, such as site information, employee details from your organisation, and other information required to deliver construction projects.
- **Technical Data:** Includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.

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- **Usage Data:** Includes information about how you use my website, products, and services, gathered through analytics tools.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing from me and your communication preferences.
- **Special Category Data:** In the context of Health & Safety (H&S) management for construction projects, I may need to process data concerning health, such as accident or injury reports. This data is handled with the highest level of care and confidentiality.

4. How Your Personal Data Is Collected

I use different methods to collect data from and about you, including:

- **Direct Interactions:** You may give me your Identity, Contact, and Project Data by filling in the contact form on my website or by corresponding with me by post, phone, or email.
- **Automated Technologies or Interactions:** As you interact with my website, I will automatically collect Technical Data about your equipment, browsing actions, and patterns. I collect this personal data by using cookies, server logs, and other similar technologies. Please see the Cookies and Tracking Technologies section below for further details.
- **Third Parties or Publicly Available Sources:** I may receive Technical Data from analytics providers such as Google, and advertising networks such as those listed in the cookies section.

5. How I Use Your Personal Data

I will only use your personal data when the law allows me to. Most commonly, I will use your personal data in the following circumstances:

- Where I need to perform the contract I am about to enter into or have entered into with you.
- Where it is necessary for my legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where I need to comply with a legal obligation.
- Where you have given your consent.

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Purposes for Which I Will Use Your Personal Data

I have set out below, in a table format, a description of all the ways I plan to use your personal data, and which of the legal bases I rely on to do so.

Purpose/Activity	Type of Data	Lawful Basis for Processing
To respond to your enquiries submitted via the contact form or other channels	Identity, Contact, Project	Performance of a contract with you (to provide a quote/information); Legitimate Interests (to develop my business)
To provide my consultancy and project management services to you	Identity, Contact, Project, Special Category (Health Data)	Performance of a contract with you; Legal Obligation (to comply with H&S law); Legitimate Interests (to deliver my services effectively)
To manage my relationship with you, including notifying you about changes to my terms or privacy policy	Identity, Contact	Performance of a contract with you; Legal Obligation; Legitimate Interests (to keep my records updated)
To administer and protect my business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	Identity, Contact, Technical	Legitimate Interests (for running my business, provision of administration and IT services, network security); Legal Obligation
To use data analytics to improve my website, services, marketing, customer relationships and experiences	Technical, Usage	Legitimate Interests (to define types of customers for my services, to keep my website updated and relevant, to develop my business and to inform my marketing strategy)
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising I serve to you	Identity, Contact, Marketing & Communications, Technical, Usage	Legitimate Interests (to study how customers use my services, to develop them, to grow my business and to inform my marketing strategy); Consent (for marketing cookies/pixels)
To send you marketing communications about my services	Identity, Contact, Marketing & Communications	Consent (where you have opted-in via the website checkbox)

6. Cookies and Tracking Technologies

My website uses cookies and similar tracking technologies to enhance your browsing experience, analyse site traffic, and for marketing purposes. A cookie is a small file of letters and numbers that I store on your browser or the hard drive of your computer if you agree.

I use the following types of cookies and trackers:

- **Strictly Necessary Cookies:** These are required for the operation of my website.
- **Analytical/Performance Cookies:** They allow me to recognise and count the number of visitors and to see how visitors move around my website when they are using it. This helps me to improve the way my website works. I use tools like Google Analytics for this purpose.
- **Functional Cookies:** These are used to recognise you when you return to my website, enabling me to personalise content for you.
- **Marketing/Targeting Cookies & Pixels:** These record your visit to my website, the pages you have visited, and the links you have followed. I will use this information to make my website and the advertising displayed on it more relevant to your interests. I use tracking pixels from platforms including **Meta (Facebook/Instagram), Google, YouTube, X (formerly Twitter), LinkedIn, Pinterest, and TikTok** for this purpose.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. You can also manage your cookie preferences via the consent banner on my website. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

7. Data Sharing and Third Parties

I will not sell your personal data. I may have to share your personal data with the parties set out below for the purposes detailed in the table in section 5.

- **IT and System Administration Providers:** Including cloud storage providers (Google Drive, Dropbox, OneDrive, SharePoint), email providers (Google Workspace/Gmail, Microsoft 365/Outlook), and website hosting services.
- **Project Management Software:** I use Dashpivot, which stores project data on secure Amazon Web Services (AWS) cloud servers.
- **Professional Advisers:** Including lawyers, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance, and accounting services.
- **HM Revenue & Customs (HMRC), regulators, and other authorities:** who require reporting of processing activities in certain circumstances.
- **Subcontractors and Partners:** Where necessary for project delivery, I may share your data with trusted partners, but only with your explicit written consent.
- **Third-Party Marketing and Advertising Partners:** As detailed in the Cookies section.

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I require all third parties to respect the security of your personal data and to treat it in accordance with the law. I do not allow my third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with my instructions.

8. International Data Transfers

As I offer my services globally and use cloud-based technologies, I may need to transfer your personal data outside the UK.

Whenever I transfer your personal data out of the UK, I ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- I will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the UK authorities.
- Where I use certain service providers, I may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK. These are known as **Standard Contractual Clauses (SCCs)**.

Specifically, data stored with major cloud providers like Google, Microsoft, and AWS is typically protected by robust security measures and legal frameworks that comply with these requirements.

9. Data Security

I have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. These measures include:

- Encryption of data where available.
- Password protection on all devices and accounts.
- Using secure servers provided by reputable cloud service providers.
- Access controls to limit access to your personal data to only those who have a business need to know.

In addition, I have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where I am legally required to do so.

10. Data Retention

I will only retain your personal data for as long as reasonably necessary to fulfil the purposes I collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements.

To determine the appropriate retention period, I consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure, the purposes for which I process it, and the applicable legal requirements.

- **Prospect Data (enquiries):** Retained for up to 3 years after our last communication.
- **Client Project Data:** Retained for 7 years after project completion to comply with legal and contractual obligations.
- **Health & Safety Records:** Retained in line with legal requirements (which can be up to 40 years in specific cases).
- **Financial Records:** Retained for 6 years as required by HMRC.

11. Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- **Request access** to your personal data.
- **Request correction** of your personal data.
- **Request erasure** of your personal data.
- **Object to processing** of your personal data.
- **Request restriction** of processing of your personal data.
- **Request the transfer** of your personal data.
- **Right to withdraw** consent at any time.

12. How to Exercise Your Rights

If you wish to exercise any of the rights set out above, please contact me at dean@kdb.org.uk. You will not have to pay a fee to access your personal data. However, I may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive.

I may need to request specific information from you to help me confirm your identity and ensure your right to access your personal data. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it.

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13. Changes to this Privacy Policy

I keep my Privacy Policy under regular review. Any changes will be posted on this page, and where appropriate, you may be notified by email. This version was last updated on 02 November 2025.

14. Contact and Complaints

If you have any questions about this Privacy Policy or my privacy practices, please contact me. You also have the right to make a complaint at any time to the **Information Commissioner's Office (ICO)**, the UK supervisory authority for data protection issues (www.ico.org.uk). I would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact me in the first instance.