



# Privacy Notice

Last updated: 22 January 2026

## 1. Who We Are

Owen Group International Ltd ("we", "us", "our") is the data controller responsible for your personal data. We are a UK-based marketing group operating three divisions: Owen B2B2C (evidence-based marketing services), Yippy AI (AI-powered marketing tools), and Cosmic Wow (AI film production).

Owen Group International Ltd is registered in England and Wales. Our registered address is [INSERT REGISTERED ADDRESS]. Our company registration number is [INSERT NUMBER].

For data protection enquiries, contact us at: [INSERT EMAIL ADDRESS] or write to the Data Protection Lead at the address above.

## 2. What Personal Data We Collect

We may collect and process the following categories of personal data:

**Identity and Contact Data:** name, job title, company name, email address, telephone number, and postal address.

**Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, device information, and other technology identifiers on the devices you use to access our websites.

**Usage Data:** information about how you use our websites, including pages visited, links clicked, content downloaded, and time spent on pages.

**Marketing and Communications Data:** your preferences for receiving marketing communications from us, your communication preferences, and records of your interactions with our marketing materials including email opens and clicks.

**Enquiry and Transaction Data:** details of services you have enquired about or that we have provided to you, and records of correspondence.

## 3. How We Collect Your Data

We collect personal data through:

**Direct interactions:** when you complete forms on our websites, subscribe to our newsletters, request information, correspond with us, or engage with us at events.

**Automated technologies:** as you navigate our websites, we automatically collect Technical Data and Usage Data using cookies, server logs, and similar technologies. Our websites are hosted on HubSpot's content management system, which collects this data on our behalf.

**Third parties:** we may receive personal data from analytics providers, advertising networks, search information providers, and business contacts who refer you to us.

## 4. How and Why We Use Your Data

We only process your personal data when we have a lawful basis to do so. The table below sets out the purposes for which we use your data and the legal basis we rely on:

**To respond to enquiries and provide requested information:** Legitimate interests (responding to business enquiries) or performance of a contract.

**To deliver our services:** Performance of a contract.

**To send marketing communications:** Consent (where required) or Legitimate interests (for existing clients and B2B marketing under the soft opt-in exemption).

**To analyse website usage and improve our services:** Legitimate interests (understanding how visitors use our websites to improve user experience and service delivery).

**To administer and protect our business and websites:** Legitimate interests (running our business, provision of IT services, network security, preventing fraud) and Legal obligation.

**To comply with legal obligations:** Legal obligation.

## 5. Cookies and Tracking Technologies

Our websites use cookies and similar tracking technologies to distinguish you from other visitors, improve your browsing experience, and help us understand how our websites are used.

**HubSpot cookies:** Our websites are built on HubSpot's content management system. HubSpot uses cookies to track website visitors, monitor form submissions, and enable marketing automation features. These cookies help us understand how visitors interact with our content and personalise communications. Key HubSpot cookies include `__hstc` (tracking visitor sessions), `hubspotutk` (visitor identification), `__hssc` (session tracking), and `__hssrc` (session reset detection).

**Analytics cookies:** We may use Google Analytics or similar services to collect statistical information about website usage. These cookies help us understand traffic patterns, popular content, and user journeys.

You can control cookies through your browser settings and through the cookie consent mechanism on our websites. Please note that blocking certain cookies may affect website functionality.

## 6. Who We Share Your Data With

We may share your personal data with the following categories of recipients:

**Service providers:** Third parties who provide services to us, including HubSpot Inc. (our CRM and website hosting provider), email service providers, analytics providers, and IT support providers. These parties process data on our behalf under our instructions.

**Professional advisers:** Lawyers, accountants, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance, and accounting services.

**Regulators and authorities:** Government bodies, regulators, law enforcement agencies, and courts where we are required to do so by law or to protect our legal rights.

We require all third parties to respect the security of your personal data and treat it in accordance with the law. We do not sell your personal data to third parties.

## 7. International Transfers

Some of our service providers, including HubSpot, are based outside the United Kingdom. This means your personal data may be transferred to, and processed in, countries outside the UK.

Where we transfer personal data outside the UK, we ensure appropriate safeguards are in place to protect your data. These safeguards include transfers to countries with adequate data protection laws, use of UK International Data Transfer Agreements, or other approved transfer mechanisms. HubSpot participates in standard contractual clauses and maintains certifications to ensure adequate protection of transferred data.

## 8. How Long We Keep Your Data

We retain your personal data only for as long as necessary to fulfil the purposes for which we collected it, including to satisfy legal, accounting, or reporting requirements.

To determine appropriate retention periods, we consider the amount, nature, and sensitivity of the data, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process the data, whether we can achieve those purposes through other means, and applicable legal requirements.

Generally, we retain marketing contact data for three years from your last interaction with us. Client data is retained for seven years after the end of the client relationship for legal and accounting purposes. Website analytics data is typically retained for 26 months.

## 9. Your Rights

Under UK data protection law, you have rights in relation to your personal data:

**Right of access:** You can request a copy of the personal data we hold about you.

**Right to rectification:** You can ask us to correct inaccurate or incomplete data.

**Right to erasure:** You can ask us to delete your personal data in certain circumstances.

**Right to restrict processing:** You can ask us to suspend processing of your data in certain circumstances.

**Right to data portability:** You can request transfer of your data to you or a third party in a structured, machine-readable format.

**Right to object:** You can object to processing based on legitimate interests or for direct marketing purposes.

**Right to withdraw consent:** Where we rely on consent, you can withdraw it at any time. This does not affect the lawfulness of processing before withdrawal.

To exercise any of these rights, please contact us using the details in Section 1. We will respond to your request within one month. There is no fee for making a request unless it is manifestly unfounded or excessive.

## 10. Marketing Communications

We may send you marketing communications about our services, industry insights, and thought leadership content where you have consented to receive such communications or where we have another lawful basis to do so.

You can opt out of marketing communications at any time by clicking the unsubscribe link in any marketing email, contacting us directly, or updating your preferences in our preference centre. Please note that opting out of marketing communications does not affect service-related communications necessary for the performance of our contract with you.

## 11. AI-Powered Services

Through our Yippy AI and Cosmic Wow divisions, we provide AI-powered marketing tools and AI film production services. When delivering these services:

We may use third-party AI platforms and tools to process data provided by clients as part of service delivery. The processing of such data is governed by our service agreements with clients, and clients remain data controllers for their own customer data.

We do not use personal data collected through our websites to train AI models. Any AI processing is conducted in accordance with our data processing agreements and the instructions of our clients.

## **12. Data Security**

We have implemented appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing, accidental loss, destruction, or damage. These measures include encryption, access controls, secure hosting through HubSpot's enterprise-grade infrastructure, and staff training. We regularly review and update our security measures to ensure they remain appropriate to the risks.

## **13. Third-Party Links**

Our websites may contain links to third-party websites, plug-ins, and applications. Clicking on these links or enabling these connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy practices. We encourage you to read the privacy notice of every website you visit.

## **14. Changes to This Notice**

We may update this privacy notice from time to time. Any changes will be posted on this page with an updated revision date. Where changes are significant, we may notify you by email or through a notice on our websites. We encourage you to review this notice periodically.

## **15. Complaints**

If you have concerns about how we handle your personal data, please contact us in the first instance using the details in Section 1. We will endeavour to resolve your concerns promptly.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues. You can contact the ICO at [ico.org.uk](http://ico.org.uk) or by calling 0303 123 1113.

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