

Privacy Notice (United Kingdom)

Macey Holdings Pty Ltd (ACN 698 564 626, ABN 24 698 564 626), an Australian company trading as MarketOnDemand — how we handle personal data of visitors and clients in the United Kingdom. Last updated 17 July 2026.

This notice explains how we collect, use, share and protect your personal data when you use marketondemand.co.uk, contact us, or engage us for research. We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. For the purposes of UK data protection law, the data controller is Macey Holdings Pty Ltd (ACN 698 564 626, ABN 24 698 564 626), an Australian company trading as MarketOnDemand. Contact: alex@marketondemand.co.uk.

Personal data we collect

- Identity and contact details — name, email address, phone number, business name and role.
- Enquiry and project information — your business concept, proposed location, budget range, financials and any documents you share so we can prepare a proposal or report.
- Transaction details — invoices and payment records (payments are handled by our payment providers; we do not store full card numbers).
- Online data — messages you send via our website forms, email or LinkedIn, and website usage data collected through cookies and analytics tools (see below).

Why we process it, and our lawful bases

- **To respond to your enquiry and prepare a tailored proposal** — steps taken at your request before entering a contract (Article 6(1)(b) UK GDPR).
- **To deliver engaged work** (feasibility reports, plans, related advice) — performance of a contract (Article 6(1)(b)).
- **To send you a requested download and occasional insights** — your consent (Article 6(1)(a)); you can unsubscribe at any time.
- **To understand how our website is used and improve our services** — our legitimate interests (Article 6(1)(f)), balanced against your rights.
- **To keep business and tax records** — legal obligation (Article 6(1)(c)).

Cookies and website analytics

Our website uses Google Analytics 4 and Microsoft Clarity to understand how visitors use the site (pages viewed, approximate location, device, interactions). These tools may set cookies or similar technologies. We use the data in aggregate; we do not use it to identify you personally. You can block cookies in your browser settings without losing access to the site.

Who we share data with

We do not sell personal data. We share it only with service providers who process it on our instructions: website hosting (Netlify), form handling (Formspree), email (Titan / Crazy Domains), analytics (Google, Microsoft), scheduling (Cal.com) and accounting/invoicing (Xero). We may also disclose data where required by law.

International transfers

We are an Australian company: personal data you provide is transferred to and processed in Australia, and some providers process data in the United States or other countries. Where we transfer UK personal data internationally we rely on appropriate safeguards under Articles 44–49 UK GDPR, including contractual protections with our providers, and — for transfers necessary to prepare or perform your engagement — the contract-necessity basis. If you have questions about safeguards, contact us.

How long we keep it

- Enquiries that do not become engagements — up to 24 months, then deleted.
- Client project records and reports — 7 years (business and tax record-keeping).
- Marketing consent (e.g. checklist downloads) — until you unsubscribe or 24 months of inactivity.

Your rights

Under UK GDPR you have the right to access your personal data, have it corrected or erased, restrict or object to processing, data portability, and to withdraw consent at any time (without affecting prior processing). To exercise any right, email alex@marketondemand.co.uk — we respond within one month. You also have the right to complain to the Information Commissioner's Office (ICO): ico.org.uk / 0303 123 1113.



Security

We limit access to personal data, use reputable providers with encryption in transit, and keep project materials only as long as needed. No internet transmission is completely secure; if a breach affecting your rights occurs we will notify you and the ICO as required by law.

Children

Our services and website are directed at business operators and are not intended for children under 18. We do not knowingly collect children's data.

Changes to this notice

We may update this notice from time to time; the latest version is always at marketondemand.co.uk. Material changes will be flagged on the website.

This notice covers the United Kingdom. Visitors to our Australian website (marketondemand.com.au) are covered by our Australian Privacy Policy.