

Privacy Policy

WHAM (Newcastle) Ltd trading as WHAM Hospitality Consultancy

Last updated: August 2026

WHAM Hospitality Consultancy is committed to protecting your personal information and handling it responsibly, transparently and in accordance with UK data protection law.

This Privacy Policy explains how we collect, use, store and share personal information when you visit our website, contact us, enquire about our services, work with us as a client, engage with us as a supplier or partner, or otherwise communicate with us as a professional or business contact.

1. Who we are

WHAM Hospitality Consultancy is part of WHAM (Newcastle) Ltd.

For the purposes of UK data protection law, WHAM (Newcastle) Ltd is the data controller for the personal information we collect and use.

If you have any questions about this Privacy Policy or how your personal information is handled, you can contact us at:

Email: mark@whamhospitalityconsultancy.com

Company: WHAM (Newcastle) Ltd / WHAM Hospitality Consultancy

2. What this policy covers

This policy applies to personal information we collect and use in connection with:

Our website.

Client enquiries and consultancy assignments.

Operational support, project support and fractional support services.

Business development and professional networking.

Supplier, partner and general business communication.

Meetings, proposals, agreements, invoices and service delivery.

It covers information collected directly from you, information provided by third parties, and information collected from publicly available sources where relevant to our consultancy or business activities.

This policy relates to WHAM Hospitality Consultancy. Recruitment activity carried out through WHAM Hospitality Recruitment may be covered by a separate recruitment privacy policy.

3. Personal information we collect

The personal information we collect will depend on your relationship with us.

Website visitors and general enquiries

We may collect:

Your name.

Your email address.

Your phone number.

Your business name or employer.

Your job title or professional role.

Information you provide when completing a website form or contacting us.

Technical information about your use of our website, such as cookies, IP address, browser type, device information and website usage data.

Clients and prospective clients

If you are a client, prospective client or representative of a business we may work with, we may collect:

Your name and contact details.

Your job title, business name and business contact details.

Details of your enquiry, project, venue, operation or business requirement.

Information discussed during calls, meetings, site visits, proposals or consultancy work.

Information relating to operational challenges, commercial priorities, project objectives, service requirements and agreed actions.

Records of communication, decisions, recommendations, project notes, reports and follow-up actions.

Information relating to proposals, agreements, fees, invoices, payment records and service delivery.

Information you provide to help us understand your business, operation, team structure, systems, processes or commercial objectives.

Suppliers, partners and business contacts

If you are a supplier, partner, referrer, professional adviser, funder, associate or other business contact, we may collect:

Your name.

Your job title.

Your business name.

Your work contact details.

Details of your services, organisation or professional relationship with us.

Information relating to meetings, calls, referrals, partnerships, agreements, invoices and general business communication.

Professional communication and relationship history.

4. How we collect personal information

We may collect personal information directly from you when you:

Visit our website.

Submit an enquiry form.

Contact us by email, phone, LinkedIn, WhatsApp, website form or another communication method.

Speak with us about consultancy, operational support, project support or fractional support.

Ask us to provide a proposal.

Engage us to provide consultancy or advisory services.

Attend meetings, calls, site visits or project sessions with us.

Provide information during the course of a consultancy assignment or business relationship.

We may also collect information from other sources, including:

Publicly available professional profiles, such as LinkedIn.

Publicly available business websites, directories or professional networking platforms.

Referrals or recommendations from contacts in our professional network.

Clients, suppliers, partners, advisers or other parties involved in a project or business relationship.

5. How we use your personal information

We use personal information for legitimate business, consultancy and administrative purposes.

Website and enquiry use

We may use your information to:

Respond to enquiries.

Provide information about our services.

Manage website forms and communication.

Improve the operation and relevance of our website.

Maintain appropriate business records.

Client and consultancy use

We may use client and prospective client information to:

Respond to enquiries.

Understand your business, project, venue, operation or support requirement.

Discuss consultancy, operational support, project support or fractional support services.

Prepare proposals, agreements, project scopes and recommendations.

Provide consultancy, advisory, project or operational support services.

Manage meetings, calls, site visits, reports, actions and follow-up communication.

Maintain accurate business, project and client records.

Manage invoices, payments, contracts and business administration.

Comply with legal, regulatory, tax, accounting or contractual obligations.

Improve the quality and relevance of our services.

Supplier, partner and business contact use

We may use supplier, partner and business contact information to:

Manage professional relationships.

Communicate about services, referrals, projects or potential opportunities.

Request or provide information.

Manage agreements, invoices, payments and administration.

Maintain business records.

Comply with legal, regulatory, tax, accounting or contractual obligations.

6. Our lawful basis for using personal information

Under UK GDPR, we must have a lawful basis for processing personal information. Depending on the circumstances, we may rely on one or more of the following lawful bases.

Legitimate interests

We may process personal information where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and freedoms.

This may include providing consultancy services, responding to enquiries, managing client and business relationships, maintaining professional records, improving our services and developing our business.

Consent

We may rely on your consent where we ask for your permission to use your information for a specific purpose.

You can withdraw your consent at any time.

Contract or steps before entering into a contract

We may process information where it is necessary to take steps before entering into a contract or to perform a contract. This may apply to client agreements, consultancy assignments, supplier arrangements, partner arrangements or related business administration.

Legal obligation

We may process information where necessary to comply with legal obligations, including tax, accounting, regulatory or record-keeping requirements.

Special category data

We do not usually need to collect special category data for consultancy activity. If we do process special category data, we will only do so where there is a lawful basis and an additional condition under UK data protection law.

7. Who we share personal information with

We may share personal information with:

Professional advisers, accountants, insurers or legal advisers where necessary.

Service providers who help us manage communication, website hosting, business systems, IT support, file storage, project administration or financial administration.

Suppliers, contractors, associates or delivery partners where this is necessary for a project, service or business relationship.

Public authorities, regulators or law enforcement bodies where legally required.

Other parties where necessary in connection with a business transfer, restructuring, legal claim or contractual obligation.

We do not sell personal information.

8. Confidentiality and client information

During consultancy work, we may receive information about your business, operation, team, systems, commercial performance, plans, challenges or priorities.

We treat this information with care and use it only for legitimate consultancy, advisory, project, operational support or business administration purposes.

Where we share information with suppliers, associates, professional advisers or other third parties, we will only do so where necessary and appropriate.

This Privacy Policy relates to personal information. It does not replace any separate confidentiality, commercial or contractual terms agreed with a client.

9. How we store and protect personal information

We store personal information using appropriate business systems, including secure third-party platforms used to manage communication, project records, client records, notes, documents, files, invoicing and business administration.

Where we use third-party service providers to process personal information on our behalf, they act as data processors. We expect such providers to process personal information only in accordance with our instructions, applicable data protection law and appropriate contractual safeguards, including a data processing agreement where required.

Access to client, supplier and business contact information is limited to those who need it for consultancy, project delivery, business administration or legal purposes.

We take reasonable steps to protect personal information from unauthorised access, loss, misuse, alteration or disclosure. These steps may include access controls, password

protection, account security settings and limiting the amount of personal information shared or stored where possible.

10. International transfers

Some of the systems or service providers we use may process or store personal information outside the UK.

Where this happens, we will take reasonable steps to ensure appropriate safeguards are in place, such as contractual protections or other lawful transfer mechanisms required under UK data protection law.

11. How long we keep personal information

We will only keep personal information for as long as necessary for the purposes set out in this policy.

Retention periods may vary depending on the type of information, the purpose for which it is held, and any legal, contractual or regulatory requirements.

As a general guide:

Website enquiry records may be kept for as long as necessary to respond to the enquiry and maintain appropriate business records.

Client and prospective client records may be kept for as long as necessary to manage the business relationship, provide services, respond to enquiries, maintain professional records and meet legal, tax, accounting or contractual requirements.

Project and consultancy records may be kept for as long as necessary to support service delivery, project continuity, future reference, dispute management, legal obligations, tax obligations or accounting requirements.

Supplier and partner records may be kept for as long as necessary to manage the business relationship and meet legal, tax, accounting or contractual requirements.

Marketing and professional communication records may be kept until you unsubscribe, object, withdraw consent where applicable, or we determine that the information is no longer needed.

Where information is no longer needed, we will delete, anonymise or securely archive it.

You can ask us to delete your personal information at any time, subject to any legal, contractual or legitimate reason we may have to retain limited information.

12. Cookies and website analytics

Our website may use cookies or similar technologies to help it function properly, improve user experience, understand website traffic and support website performance.

Cookies are small files placed on your device when you visit a website. Some cookies are necessary for the website to work, while others may help us understand how visitors use the site.

Where required, we will ask for your consent before placing non-essential cookies on your device.

You can usually control or disable cookies through your browser settings. Please note that disabling some cookies may affect how the website works.

13. Marketing and professional communication

We may contact clients, prospective clients, suppliers, partners or business contacts about services, updates or opportunities that may be relevant to their professional role or organisation.

You can ask us to stop sending marketing or business development communication at any time.

Where consent is required for marketing communication, we will ask for consent and you can withdraw it at any time.

14. Your rights

Under UK data protection law, you have rights in relation to your personal information. These may include the right to:

Request access to the personal information we hold about you.

Ask us to correct inaccurate or incomplete information.

Ask us to delete your information.

Ask us to restrict how we use your information.

Object to certain types of processing.

Withdraw consent where we rely on consent.

Ask for a copy of your information in a portable format, where applicable.

Object to direct marketing.

Complain to us about how we handle your personal information, and complain to the Information Commissioner's Office if you are unhappy with how your data has been handled.

You can exercise your rights by contacting us using the details in this policy.

15. Withdrawing consent

Where we rely on your consent, you can withdraw it at any time.

For example, you can ask us to:

Stop contacting you about marketing or business development communication.

Update your contact preferences.

Delete or update your personal information, subject to any lawful reason we may have to retain limited records.

Withdrawing consent will not affect the lawfulness of any processing carried out before consent was withdrawn.

16. Keeping information accurate

Please let us know if your details change or if the information we hold about you is inaccurate, incomplete or out of date.

This helps us keep our records up to date, respond appropriately and communicate with the right people.

17. Security and data breaches

We take reasonable steps to keep personal information secure.

If a personal data breach occurs and it is likely to result in a risk to your rights and freedoms, we will take appropriate action in line with our legal obligations. This may include notifying the Information Commissioner's Office and, where required, affected individuals.

18. Data protection complaints

If you have concerns about how we collect, use, store, share or otherwise handle your personal information, you can raise a data protection complaint with us.

You can contact us at:

Email: mark@whamhospitalityconsultancy.com

Please include enough information for us to understand your concern and identify the personal information or processing activity your complaint relates to.

We will acknowledge your complaint within 30 days of receiving it.

We will consider the complaint appropriately, investigate the issue where necessary, and respond to you with the outcome of our review. Where appropriate, we will also explain any action we have taken or intend to take.

If your complaint is complex or we need more information from you, we may contact you to clarify the issue or explain when we expect to provide a fuller response.

You also have the right to complain to the Information Commissioner's Office, which is the UK regulator for data protection matters.

Website: www.ico.org.uk

19. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes in our services, systems, legal obligations or business practices.

The latest version will be published on our website.