**Privacy Policy**

Effective Date: 10th January 2025

AR Financial Services Limited ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website www.arfinancialservices.co.uk or use our services.

**1. Information We Collect**

We may collect the following types of information:

* **Personal Information**: Name, email address, phone number, and other contact details.
* **Usage Data**: Information on how you interact with our website or services.
* **Cookies and Tracking Technologies**: We use cookies to enhance user experience and analyse website traffic.

**2. How We Use Your Information**

We use the collected information for the following purposes:

* To provide, operate, and maintain our services.
* To communicate with you regarding updates, promotions, or support.
* To improve our website and services based on user feedback.
* To comply with legal obligations.

**3. How We Share Your Information**

We do not sell your personal information. However, we may share information with:

**4. Your Choices and Rights**

You have the right to:

* Access, update, or delete your personal information.
* Opt-out of marketing communications.
* Disable cookies through your browser settings.

**5. Data Security**

We implement appropriate security measures to protect your information. However, no method of transmission over the internet is 100% secure.

**6. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for their privacy practices.

**7. Changes to This Policy**

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date.

**8. Contact Us**

If you have any questions about this Privacy Policy, please contact us at angela@arfinancialservices.co.uk