

## PRIVACY POLICY

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### Who are we

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We are **Prolinx Limited**, registered in England and Wales.

- **Company number:** 03379531.
- **VAT number:** 685520419.
- **Postal Address:**  
Prolinx Limited.  
Unit 81–82, Shrivenham Hundred Business Park.  
Watchfield.  
Swindon.  
SN6 8TY.
- **Telephone:** 0330 180 0000.
- **Email:** [contact@prolinx.co.uk](mailto:contact@prolinx.co.uk).

**Prolinx Limited** is the **data controller** responsible for your personal data when you use our website or interact with us.

When we refer to “**Prolinx**”, “**we**”, “**us**” or “**our**”, we mean Prolinx Limited or any relevant group company responsible for processing your personal data. We will inform you which entity is the controller when you purchase or use our services.

We are committed to protecting your privacy and handling your data securely and lawfully.

### What This Privacy Policy Covers

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This Privacy Policy explains:

- What personal data we collect.
- How and why we use it.
- The legal bases we rely on.
- Who we share it with.
- How long we keep it.
- Your UK GDPR rights.

We may update this policy periodically. Please check this page from time to time to stay informed of any changes.

### ICO, Data Protection Act and GDPR

We adhere to the following principles:

- access to your information is restricted to our relevant trained staff only;
- where any hard copies are created, the hard copies of your information and confidential documents are kept securely under lock and key.

We have registered with the ICO and adhere to the following principles:

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- All our relevant employees have received training in how to handle your information. This includes ensuring they are aware of the importance of handling your information safely and securely and understanding the procedures in place to ensure this happens.
- We will periodically evaluate our database and securely delete any contacts no longer engaged or any information no longer needed by us.
- We have measures in place to keep your information we hold safe and secure.
- All personal information is transferred by secure email to secure servers on site to which access is only granted to key personnel. Where your information is downloaded to be updated, and as a backup to the cloud, it is only stored on personal drives, only accessible via individual log in.

### **The Data We Collect**

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We may collect, use, store and transfer the following categories of personal data:

#### **Identity Data**

- Name.
- Job title.

#### **Contact Data**

- Business email address.
- Business postal address.
- Business telephone number.

#### **Demographic Data**

- Postcode.
- Preferences or interests (where voluntarily submitted).

#### **Technical Data**

Collected via cookies and similar technologies (e.g. Google Analytics with IP anonymisation):

- IP address (anonymised).
- Browser type and version.
- Operating system and platform.
- Time zone and location.
- Device information.
- Browsing actions and patterns.

#### **Usage Data**

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- How you use our website.
- Duration of visits.
- Interactions with website features.

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### Marketing & Communications Data

- Preferences for receiving marketing from us.
- Communication preferences.

### Aggregated Data

We may create aggregated or statistical data (e.g. website usage trends). Aggregated data is **not personal data** unless it can be used to identify you.

### If You Fail to Provide Personal Data

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Where we need your data to fulfil a contract or by law, we may be unable to provide services if the data is not supplied.

### How We Collect Your Personal Data

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We collect data in the following ways:

#### A. Direct interactions

You provide data when you:

- Complete website forms.
- Create an account.
- Request support.
- Subscribe to updates or marketing.
- Enter a survey, competition, or promotion.
- Provide feedback or request information.

#### B. Automated technologies

We collect Technical Data as you browse our website using:

- Cookies.
- Server logs.
- Analytics tools.

#### C. Third parties

We may receive Technical Data from:

- Google Analytics (with anonymisation enabled)

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### How We Use Your Personal Data

We only use your personal data when allowed by law, including:

- **Performance of a contract.**
- **Legitimate Interests** (business improvement, service delivery, marketing, security).
- **Compliance with legal obligations.**
- **Consent**, where required (e.g. direct marketing).

### Purposes and Legal Bases for Processing

Purpose	Types of Data	Legal Basis
Register you as a new customer	Identity, Contact	Performance of a contract
Manage our relationship with you (updates, changes, reviews, surveys)	Identity, Contact, Profile, Marketing & Communications	Performance of a contract; Legal obligation; Legitimate Interests (keeping records updated, improving services)
Enable participation in competitions or surveys	Identity, Contact, Profile, Usage, Marketing	Performance of a contract; Legitimate Interests (develop services and grow business)
Administer and protect our business and website	Identity, Contact, Technical	Legitimate Interests (IT services, security, fraud prevention); Legal obligation
Deliver relevant website content and marketing	Identity, Contact, Profile, Usage, Marketing, Technical	Legitimate Interests (marketing and service development)
Analyse data to improve website and services	Technical, Usage	Legitimate Interests (service improvement and business growth)

### Marketing Communications

We may send promotional emails about products, services, or offers we believe may interest you.

- We will **never** share your data with third parties for their marketing without your **explicit consent**.
- You can **opt out at any time** using the link in any email or by contacting us.

Opting out does not affect service-related communications.

### Change of Purpose

We will only use your data for the purpose it was collected.

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If we need to use it for another compatible reason, we will notify you.

### Sharing Your Personal Data

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#### Internal third parties

- Prolinx group companies providing IT, administration, or reporting functions.

#### External third parties

- IT service providers and hosting companies.
- Professional advisers (solicitors, auditors, insurers).
- HMRC, regulators or authorities.
- Government agencies where legally required.
- Delivery and support service providers.
- Potential business transferees (e.g. mergers, acquisitions).

All third parties must follow the law and process data only according to our instructions.

### Data Retention

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We only keep your personal data as long as necessary for the purposes collected, including legal, tax and reporting requirements.

For tax purposes, basic customer information must be retained for **six (6) years** after you cease being a customer.

We may anonymise data for research or statistical purposes, which may be used indefinitely.

### Your GDPR Rights

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You have the following rights:

- **Access** your data.
- **Correction** of inaccurate data.
- **Erasure** (in certain circumstances).
- **Object** to processing based on Legitimate Interests.
- **Restrict** processing.
- **Data portability**.
- **Withdraw consent** at any time.

To exercise any rights, contact: [contact@prolinx.co.uk](mailto:contact@prolinx.co.uk).

### Verification

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We may ask for proof of identity before responding.

### **Response Time**

We aim to respond within **one month**.

### **ICO Registration and Complaints**

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We are registered with the **Information Commissioner's Office (ICO)**.

If you have concerns, please contact us first. You also have the right to complain to the ICO:

**Website:** [www.ico.org.uk](http://www.ico.org.uk)

### **Legal Information**

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#### **Severability**

If any clause becomes unlawful, the rest remain valid.

#### **No Partnership**

This policy does not create a partnership or employment relationship.

#### **Assignment**

We may assign rights or obligations as part of business changes.

#### **Rights of Third Parties**

No third party has rights under this Privacy Policy.

#### **Jurisdiction**

This policy is governed by **English law**, and disputes fall under **English courts**.

### **Contact Us**

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For questions about this Privacy Policy or your personal data:

**Email:** [contact@prolinx.co.uk](mailto:contact@prolinx.co.uk)

**Postal Address:**

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