

Website Privacy Policy

Author: Sarah Heyhoe
Reviewed by: Julia McMurray
Review date: August 2027
PUBLIC



At Xynomix Ltd ("we," "us," or "our"), we are dedicated to protecting your privacy and personal data. We comply with relevant legislation such as the General Data Protection Regulation (GDPR), along with all UK data protection, electronic communications, and e-privacy laws, including the Data Protection Act 1998 and any subsequent legislation.

This Privacy Policy clarifies how we use and store your personal data, outlines your privacy rights, and explains the legal protections in place for you.

Xynomix upholds the highest regulatory and industry best practice processes and standards, which are fundamental to our entire business operations. We adhere to the UK GDPR, the Data Protection Act (DPA) 2018, and the EU GDPR. In line with Data Protection best practices, Julia McMurray, our Operations Manager, serves as Xynomix's Privacy Officer.

Information Commissioner's Office reference No.: ZA095658

Our registered office is at Electron House, Bridge Street, Sandiacre, Nottingham, NG10 5BA and we are a company registered in England and Wales under company number 4375429. We act as the data controller when processing your data gathered via use of our website or services.

Any information you provide that allows us to identify you will be used strictly in accordance with this privacy statement.

What We Collect

Personal data, or personal information, means any form of information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you, such as:

- Identity & contact data; this may include your name, job title, business name, business email address and/or business phone number.
- Interaction data which may include the content of enquiries made via our contact form, support requests logged online, by email, by phone, or via Xynomix Helpdesk, details of registrations for events or responses to surveys/feedback requests.
- Usage data which may include information about how you use our website or services.
- Technical data which may include your IP address, browser type and version, geographic location, operating system and other information about the devices you use to access our website.
- Marketing data which may include your preferences in receiving marketing from us.

We also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity.

We do not collect any special categories of personal data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data).

How We Collect Your Data

We use different methods to collect data from you and about you, including:

Direct Interaction – you may give us your identity & contact data by corresponding with us by post, phone, email or otherwise. This includes filling in forms on our website to submit an enquiry, register for an event, or respond to a survey and by logging a support request online, by phone, email, or via Xynomix Helpdesk.

Automated Technologies – as you use our website we may automatically collect technical data about your device, user behaviour and interactions by using cookies, server logs or other technologies.

Third Parties – we may receive technical data from third party services such as:

- Analytics providers, such as Google
- Advertising networks
- Search information and other data providers

Where data is obtained from third party suppliers, we ensure that these suppliers use the necessary level of protection for your information and comply with the relevant data protection laws.

How We Use Your Data

We may use your personal data in the following ways:

- To process a support request. We may use your personal data to respond to a support request in order to carry out the performance of a contract.
- To process an enquiry. We may use your personal data to respond to any enquiry you may have about our products or services.
- To register you for an event. We may use your personal data to contact you regarding an event you have registered for.
- To improve our website. We may use your data to make improvements to our website based on your usage and technical data.
- We may occasionally send you marketing information where we have assessed that it may be beneficial to you and in our legitimate interests. You have the right to opt-out at any time.

Your Rights

The law on data protection gives you certain rights in relation to the data we hold on you. These are:

- the right to be informed. This means that we must tell you how we use your data, and this is the purpose of this privacy notice
- the right of access. You have the right to access the data that we hold on you. To do so, you should make a subject access request.
- the right for any inaccuracies to be corrected. If any data that we hold about you is incomplete or inaccurate, you are able to require us to correct it
- the right to have information deleted. If you would like us to stop processing your data, you have the right to ask us to delete it from our systems where you believe there is no reason for us to continue processing it
- the right to restrict the processing of the data. For example, if you believe the data we hold is incorrect, we will stop processing the data (whilst still holding it) until we have ensured that the data is correct
- the right to portability. You may transfer the data that we hold on you for your own purposes
- the right to object to the inclusion of any information. You have the right to object to the way we use your data where we are using it for our legitimate interests
- the right to regulate any automated decision-making and profiling of personal data. You have a right not to be subject to automated decision making in a way that adversely affects your legal rights.

Where you have provided consent to our use of your data, you also have the unrestricted right to withdraw that consent at any time. Withdrawing your consent means that we will stop processing the data that you had previously given us consent to use. There will be no consequences for withdrawing your consent. However, in some cases, we may continue to use the data where so permitted by having a legitimate reason for doing so.

If you wish to exercise any of the rights explained above, please contact the [Privacy Officer](#).

Sharing and Disclosing Your Personal Information

We will not share or disclose any of your personal information without your consent, other than for the purposes specified in this notice or where there is a legal requirement. We may use third-parties to provide additional services and business functions; however, all processors acting on our behalf will only process your data in accordance with instructions from us and comply fully with this privacy notice, the data protection laws and any other appropriate confidentiality and security measures.

Transfers Outside the EU

We may utilise some products or services (or parts of them) that may be hosted/stored in non-EU countries which means that we may transfer personal data outside the European Economic Area (“EEA”) for the below purposes:

- Sending marketing communications

Therefore, some personal information may be stored on servers which are hosted outside the EEA. Where this is the case, we will take steps to ensure that those providers use the necessary level of protection for your information and abide by strict agreements and measures set out by us to protect your data and comply with the relevant data protection laws.

Data Retention

We will only retain your personal data for as long as is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

Where you have consented to us using your details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Data Security

We take your privacy seriously and take every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and have several layers of security measures in place, such as SSL, encryption, restricted access, firewalls and end-point protection.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Marketing

We may occasionally send you marketing communications and promotional offers by email that have been identified as being beneficial to you. Such information will be assessed as being relevant to you. You will always have the option to opt-out/unsubscribe at any time by clicking the unsubscribe link within those emails or by contacting us.

If you have opted in to receive marketing communications by registering on our website you will be able to manage your preferences at any time by clicking the link to our preference centre contained within those emails.

Cookies And How We Use Them

A cookie is a small text file that is stored on your computer or mobile device by a website’s server, typically to improve your user experience and commonly to gather analytical data about how the site is being used. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

How We Use Cookies

We may use cookies to:

- Analyse our web traffic using an analytics package. Aggregated usage data helps us to improve the website structure, design, content and functions.
- Test content on our website. For example, 50% of our users might see one piece of content, the other 50% a different piece of content.
- Store information about your preferences. The website can then present you with information you will find more relevant and interesting.
- To recognise when you return to our website. We may show you relevant content or provide functionality you used previously.
- From time to time, we may also provide content (such as YouTube videos) that may set cookies when played.

What To Do If You Don't Want Cookies To Be Set

We use cookies to help you navigate efficiently and perform certain functions. You will find detailed information about all cookies under each consent category on our website.

The cookies that are categorised as "Necessary" are stored on your browser as they are essential for enabling the basic functionalities of the site.

We also use third-party cookies that help us analyse how you use our website, store your preferences, and provide the content and advertisements that are relevant to you. These cookies will only be stored in your browser with your prior consent.

You can choose to enable or disable some or all of these cookies but disabling some of them may affect your browsing experience.

Making A Complaint

The supervisory authority in the UK for data protection matters is the [Information Commissioner's Office \(ICO\)](#). If you think your data protection rights have been breached in any way by us, you are able to make a complaint to the ICO.

Contact Details

Data Protection Officer

Xynomix Ltd
Electron House
Bridge Street
Sandiacre
Nottingham
NG10 5BA
Telephone: 0345 222 9600
Email: gdpr@xynomix.com